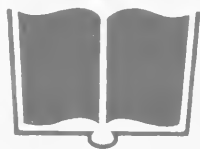


SAN FRANCISCO CALIFORNIA ROOM



XI

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REFERENCE BOOK

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THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

JANUARY, 1927

Number 1

WITHDRAWN
CALIFORNIA ACADEMY
OF SCIENCES LIBRARY



Reproduction of an interesting window display made at our store by the Telephotographic Division of the Pacific Telephone and Telegraph Company. Flashing lights indicated relay stations on the circuit. You will notice that HIRSCH & KAYE supplied the film and papers used in this work. We are happy to have had a part in this gigantic and most modern undertaking.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

321.5

COLOR

**is the basis of successful
Commercial Photography**

Agfa

Pina Dyes are unexcelled for desensitizing, color sensitizing, filters and Pinatype or other well known processes of making color prints on paper.

AGFA Color Plates give splendid color proofs and serve as a color guide for three-color separation and for all photo-mechanical work. This includes catalogues, circulars, magazine advertising and all other mediums requiring color.

Our Pina Department invites your correspondence relating to your color problems.



*The Pina Manual describing the use of
these dyes is now ready*

Send for your copy

AGFA PRODUCTS, Inc.

116 East 13th Street, New York City

CHICAGO, ILL.
180 N. Wabash Avenue

ATLANTA, GA.
48 Auburn Avenue

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

JANUARY, 1927

Number 1

IN THE PROFESSION

DAVID RADNOR COOVER 1861-1926



Known to 40,000 kiddies as "the funny fellow," David Radnor Coover made a host of friends and a reputation for himself by his unusual ability to produce pictures of children that

showed their individuality.

Born in Pennsylvania, he started to work at the age of 11. A little later, when employed on the *Iowa State Press*, Iowa City, his love of pictures became evident by his numerous sketches and pictures.

At the age of 12, he entered a "photograph gallery" as apprentice, and served faithfully till he was 22 and a master craftsman. On his arrival in San Francisco in 1912, he was employed by Taber until 1914, when he moved to Stockton, opening his own studio at 443 E. Weber Ave., where he established his reputation as a camera artist. He died on November 22nd, after a long illness. The studio will be conducted by Mrs. Coover, assisted by Van Montgomery, Mr. Coover's stepson.

We wish we had sufficient space to list the names of those who sent us their Season's Greetings. Thank you, dear friends, for your thoughtfulness and good wishes.

The sun is just rising on the morning of another day, the first day of a new year. What can I wish that this day, this year, may bring to me?

Nothing that shall make the world of others poorer, nothing at the expense of other men; but just those few things which in their coming do not stop with me, but touch me, rather, as they pass, and gather strength.

A few friends who understand me, and yet remain my friends.

A work to do which has real value, without which the world would feel the poorer.

A return for such work small enough not to tax unduly anyone who pays.

A mind unafraid to travel, even though the trail be not blazed.

An understanding heart.

A sight of the eternal hills and unresting sea, and of something beautiful the hand of man has made.

A sense of humor and the power to laugh.

A few moments of quiet, silent meditation. The sense of the presence of God.

And the patience to wait for the coming of these things, with the wisdom to know them when they come.

—W. R. Hunt.

• • •

Season's Greetings to our good friends whose loyalty has been such an important factor in whatever measure of success we enjoy, and to those whom we hope to be permitted to serve, we extend cordial greetings and sincere wishes for a Happy New Year.

SIGNS OF THE TIMES

A caustic writer in an advertising publication, speaking of display signs for business houses, says: "There are two kinds of signs—the signs of the times and the signs behind the times."

When we see the signs of some photographic studios we almost know what this man meant.

The sign complexion of Main Street in any city reveals the sign styles which are alluring people these days.

A discourse as to what a sign is and what it can do is a plunge into water too deep for the purposes of this column, but certainly the evidences of the street warrant the statement that the photographic business deserves the best kind of a sign introduction.

Look at your sign today.

I Buy Used and Discarded Portrait, X-Ray and Moving Picture Film.

Highest Prices Paid

P. H. KANTRO
PORTAGE, WIS.

YOU HAVE

A SILVER MINE

In Your Studio

Operate it without labor, odor, or inconvenience, with

KAN-RITE

The modern Hypo precipitant, and make

1000% PROFIT

At your Supply House or

Kantro-Gunnell Refining Co.
Portage, Wis.



3A PANORAM KODAK

You have often wished for an inexpensive Panoram Camera to be used on scenic views. The Eastman Kodak Company has perfected the 3A Panoram Kodak for this purpose.

Pictures can be made in vertical or horizontal position. The camera uses No. 122—3A Film, either 6 or 10 exposure. The pictures measure $3\frac{1}{4} \times 10\frac{3}{8}$, and can be printed on double length post cards, an ideal size for groups or views. Order your camera now, while the scenery is at its best.

Ref :

7705 PRICE - - \$40.00
F683

PICTURES BY WIRE



PHOTOGRAPHERS will be interested in the process used in the transmission of pictures by telegraph, as successfully employed by the American Telephone and Telegraph Company. Limited space will not permit the detailed description this remarkably clever process deserves.

After years of research and experiment, the Telephone Company, in conjunction with the Western Electric Company, perfected the process now in use. The apparatus consists briefly, of a sending and a receiving station, connected by a telephone circuit. Stations en route, between New York and San Francisco, supplied with receiving sets, can "tune in" and make copies without interruption.

In sending a picture an ordinary photograph is made and a positive made from that. The transparent positive is wound on a hollow cylinder and placed on the machine, very much as your grandfather placed cylindrical phonograph records on his talking machine.

Inside the cylinder is what is known as the Photo Electric Cell, a vacuum tube, like a radio tube, with a piece of pure potassium attached to one pole wire and opposite the other pole wire. A 20-watt electric bulb, properly located, shines on and through the celluloid film, the light from which acts on the potassium in proportions to the amount of light passed by the positive image as it revolves on the cylinder. This cylinder, by the way, is synchronized with the receiving cylinder so that both revolve at the same speed and turn on an accurately cut 100 turns to the inch screw.

The greater the light passed through the positive, and acting on the potassium, the greater the number of electrons liberated

by the potassium to complete the circuit in proportion. These impulses of light travel over the telephone circuit to the receiving station, where the cylinder is synchronized with the sending cylinder by means of tuning forks, which regulate the speed of the motors. Stations en route, supplied with amplifiers, regulate the strength of the current.

When these impulses reach the receiving station, they light a bulb which shines through an Iceland Spar lens, properly focused on the sensitive film on the receiving cylinder. The aperture is so minute that the tiniest pencil of light passes through. As the cylinder revolves and the bulb shines weak or strong, according to the energy received, the emulsion is affected just as when exposed behind a lens, in a holder, or more correctly speaking, like the film in a circuit camera.

The image is naturally received as a negative, and is finished as such. There is remarkably little grain. Sounds simple, doesn't it? But think of the many experiments and heart-breaking failures before each problem was mastered. Think of the problem of keeping the lines open and working over 3000 miles, in storm and snow.

That the transmission of photographs by wire is sure to be a help to photographers is indicated by an interesting Christmas stunt put on by the Telephone Company during December. Autographed pictures of the sender were accepted for transmission by wire to any city equipped with a receiving station, and by special messenger they were delivered Christmas morning, suitably mounted in an attractive folder. The price was only \$15.00—much less than actual cost.

FIND PHOTOS LOSE THEIR POPULARITY

Photographers to Direct Million Dollar Campaign

THE world isn't having its picture taken as often as it did.

The Photographers' Association of America is out to tell the world what it's missing. Movies, the radio and automobiles cannot make up for blank pages in the family album.

The photographers are going to spend \$1,000,000 at it, Geo. W. Harris, Chairman of the Advertising Committee, has assured.

The Association's headquarters have been moved to Cleveland from Washington. The Advertising Campaign Headquarters have been established in Suite 814 to 830—131 East Market Street, Indianapolis.

There are 18,000 photographers in the country, 15,000 of them portrait men, while 3,000 specialize in commercial views.

"They do a \$100,000,000 business a year," L. C. Vinson, general secretary of the Association, says.

The gross receipts of photographers' enterprises are said to average \$6,000 a year, \$1,500 of which goes for supplies and overhead.

Photographs and flowers, the Association recently concluded, are both universally wanted and regularly overlooked. Advertising aided the florists. It will quicken the public's desire to be photographed. Pictures are needed in business, by one's friends and relatives, and to please the vanity, Vinson said, and there is not a trade, business or profession that is not aided by photography in some way.

The Millis Advertising Agency of Indianapolis, will direct the campaign, stage a membership drive in connection with it, and seek to accomplish its end in the next four years.

Besides Mr. Harris, Harry M. Fowler, of Fowler & Slater Co., Cleveland, and L. B. Jones, Vice-President of Eastman Kodak Company are members of The Advertising Committee.

PHONING YOUR PHOTO

No need to allow time for the ordinary mail, nor even for the swifter air mail. It can all be done in a matter of minutes between the sending and receiving.

Still better, you can both send and keep your picture—send the telephotographic copy and keep the original.

Whatever greetings are written on the face of the original will be faithfully reproduced on the copy.

Five leading American cities—New York, Boston, Cleveland, Chicago and San Francisco—have been selected as experimental centers for a service expected to become popular. The transmission of photographs by telegraph has passed the experimental stage. It is already a success for newspaper and other purposes.

An attractive novelty additionally interesting by reason of the fact that San Francisco again has been selected as the pioneering Pacific Coast terminal for a transcontinental service.—*S. F. Bulletin.*

• • •

For an inexpensive spotlight or a powerful auxiliary unit, ask us about the Sun Ray line. Well made and sure to be satisfactory. Their advertisement appears on page 12.

• • •

EASTMAN MOVABLE FOOT SWITCH

Very often while working under a Ruby or Amber light it is desirable to have a white light for just a short time yet leave both hands free. Pressure on the foot pedal turns on the light which goes out as soon as pressure is removed. The switch may be moved about as desired and can be a great convenience when attached to enlarging apparatus or when installed in your work rooms.

The price is only \$5.50.

• • •

Getting a customer's friendship and goodwill is a lot easier than getting them back.

• • •

He who buys the best seldom finds he has paid too much.

Start the New Year Right

START the new year right by equipping yourself with the proper lenses, new equipment, etc. You know the right kind of good looking equipment in your studio adds prestige and helps wonderfully in convincing the customer that the price you ask for your work is right.

When the sitter is placed in front of good, high grade and rich looking equipment, he feels more satisfied that you are going to produce for him the best kind of work, and he is already sold before seeing the proofs. This is a proven fact, and the photographer should appreciate the extreme value and what it means to him to use high grade and good looking apparatus in his studio throughout.

Now that the holidays are past, take time to look through your studio and see if there isn't some way you can considerably improve its appearance by adding new backgrounds, accessories, equipment, etc.

Make up your mind this year to discard the old and dilapidated things that you have around your studio and replace them with new. It will pay you immensely big dividends. Remember, there were no truer words spoken when Benjamin Franklin said, "Keep thy shop and thy shop will keep thee."

And, whenever interested in new apparatus, remember, too, that Hirsch & Kaye will serve you right, both in the material and price. If the least in doubt, write for quotations and let us prove it. Make all the improvements you can during 1927. Start the new year right.

A L B O

**gets all the silver from your
Hypo Solution**

THE IDEAL PRECIPITANT

*—Clean, odorless, speedy,
complete recovery*

\$3.00 for 5 Lb. Can

Full directions enclosed

PREPARED BY

**Wildberg Bros. Smelting
& Refining Co.**

San Francisco

**Who will buy all the recovered
silver at highest market price**

Distributed by

HIRSCH & KAYE

LISTEN TO THIS!

After Mr. Wolff had sold a big order to a Scotch buyer, he sought to make the Scot a present of a box of cigars.

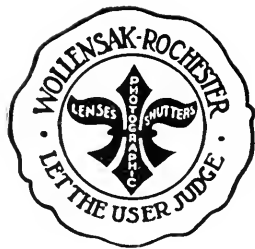
"I'm sorry I canna accept," the Scot said, "for there's a rule of the hoose that ye canna take presents from salesmen."

"Well," laughed Wolff, "then I will sell them to you for five cents."

"That's different now," the canny buyer replied after taking a good sniff at the box. "I can buy my smokes anywhere I please. I'll take four boxes."

1 1 1

It's good to have money and the things that money can buy; but it's good, too, to check up once in a while and make sure you haven't lost the things that money can't buy.—George Cox.



An Emblem of Quality

Characterizing a
complete line of
Photographic Lenses
such as the famous

VELOSTIGMATS

VERITO

VARIUM

VITAX

VOLTAS

*All described in our new catalog
—Sent upon request*

WOLLENSAK OPTICAL COMPANY
ROCHESTER, NEW YORK

Buy American-made Goods

A Famous British Journal Developing Formula NON-STAINING PYRO-SODA

This famous developer gives negatives of the well-known pyro quality without the staining properties of pyro. Two solutions are made up as follows:

A SOLUTION

Pyro	1 oz.
	(50 gms.)
Soda Sulphite, Cryst.....	8 ozs.
	(400 gms.)
Or Anhydrous	4 ozs.
	(200 gms.)
Potass. Metabisulphite	1 oz.
	(50 gms.)
Water	60 ozs.
	(3,000 c.c.s.)

B SOLUTION

Soda Carbonate, Cryst.....	12 ozs.
	(600 gms.)
Or Anhydrous	4½ ozs.
	(225 gms.)
Water	60 ozs.
	(3,000 c.c.s.)
Mix A, 1 part; B, 1 part; water, 2 parts.	

In making the A solution, the sulphite and metabisulphite should be mixed together dry, and put together into hot water. When they are dissolved, the solution should preferably be brought to the boil and boiled for about a minute. The solution should be cooled and the pyro then dissolved. The boiling greatly improves the keeping qualities of the solution.

This developer will produce negatives free from pyro stain, and 4 to 6 minutes development at normal temperature with full exposure will yield soft negatives full of detail and well suited to enlarging. The advantages of the developer are its cleanliness and the extraordinary keeping qualities of the A solution, which must be made up as directed above.

EMBOSSING

To give you better service on your orders for mountings, we have increased our embossing facilities. We are now prepared to handle this work in larger volume, right on the premises, under our personal supervision. Mrs. Russell is in charge of this department and all embossing must be done properly to pass her rigid inspection.

Those of you who have been conducted through our stock rooms will remember the large assortment of Taprell Loomis folders and mountings in stock on the 5th floor. This supply has been increased by the E. N. Lodge line, which is also carried in stock.

Although we have embossing dies for most of our friends, we are constantly adding new names to our list. If you have no embossing die with us, let us have a sketch and we will gladly arrange to make the die. When we receive your orders for Taprell Loomis mountings, Lodge mountings, or mountings of other kinds, we can then arrange for prompt embossing. This will permit us to have the mountings on the way to you shortly after we receive your order.

A NEW PHOTOGRAPHIC YEAR BOOK

There has just been published in London, a new and most attractive book for pictorial photographers, entitled *The Pictorial Annual of the Royal Photographic Society of Great Britain, 1926*.

This book contains full page reproductions of fifty-three prints exhibited in the annual exhibitions of the Royal Photographic Society in London this fall. A number of these are by prominent American Photographers. They are accompanied by a most valuable critical dissertation analyzing the pictures and placing them in their proper relation to accepted artistic principles. The criticism is by the well-known critic, Tilney.

The *Pictorial Annual* is similar in make-up and size to *Photograms of the Year*, with which you are familiar. Only a small supply of this new photographic year book has been imported. The price is \$2.25 per copy in paper covers, and \$3.25 per copy with cloth binding.

GRAF Variable Anastigmat

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL COMPANY
SOUTH BEND :: INDIANA

Gevaert

Photographic Products of Perfection

NOW READY

Our New Combination

Price List and Catalog of Gevaert Products

PAPERS • PLATES • FILMS

A Special Product for Every Specific Need

Write today for a copy • Dept. 8

The Gevaert Company

423 West 55th Street



of America, Inc.

New York City

Chicago Office:
413-21 North State Street

Portland, Ore., Office:
345 Salmon Street

LET H&K HELP

During the past year so many unusual problems in photography have come to our attention, and we have had the good fortune to be of material assistance in bringing about a satisfactory solution to many of them.

Some of these problems are not strictly photographic, but nevertheless related. Others have been strictly photographic, and through their solution, higher standards of finished work have been attained, as well as more efficient methods of attaining them.

At times it has been necessary to go far afield from the usual channels of a photographic supply business, and time and patience have been required. Results have in all cases well repaid the experimenter for the time and trouble involved.

Our experience, covering as it does a period of over forty years, together with the fact that, through correspondence, as well as through our staff or salesmen in the field, we are constantly in touch with new and unusual phases of photography, makes it possible to be of real service on any question in photography, be it usual or unusual, and we invite inquiries, either in person, or by correspondence.

✓ ✓ ✓

KODAK INTERVAL TIMER



This is a new Eastman product and is a clock that can be set to ring an alarm at any required interval from one to 55 minutes. It is useful in the printing room and very helpful to announce when development has been completed; also very helpful when used with a print washer.

The price is \$4.50.

In addition to the Kodak Timer, we can now supply an imported interval timer which will give a loud, distinct signal at any designated time up to 60 minutes.

Price \$4.50.

✓ ✓ ✓

Most chemicals used in photography are sensitive to light, heat, cold, exposure, etc. The photographer who recognizes this fact, and takes ordinary precautions, will profit in the long run. For example:

99% GLACIAL ACETIC ACID. on account of its high concentration is liable to crystalize at moderately low temperatures. To prevent this, keep your stock in a warm place. If you ever do have this trouble, however, place the bottle in warm water, or near a radiator and the crystals will melt. Don't, under any circumstances, attempt to dissolve it over a free flame. Acetic Acid vapors are inflammable, and if the bottle should break, a fire might be started.

HYDROQUINONE, PYRO, PICTOL AND ELON—All these photo chemicals should be kept away from the sunlight to prevent decomposition and discoloration. These three developers are also very sensitive to the fumes of Ammonia. Care should be taken, therefore, to keep the Ammonia Water away from these developers, and also keep the Ammonia Water tightly stoppered, so that the vapors cannot travel to your shelves where the developers are stocked.



The Giant Hand Lamp is without a doubt the most popular portable light for home and commercial photography — there is nothing to equal this remarkably lightweight, compact unit.

Designed for perfect illumination: built for your convenience.

The highly concentrated T20 Mazda lamp, 1000 watt size, is used with the Giant.

Two Giant Lamps complete with stands, all supplied in special carrying case, makes the ideal lighting outfit for average work. We also furnish one Giant Lamp with stand in a neat fibre carrying case.

Giant Hand Lamp SPECIFICATIONS

Size of Giant Lamp only 9 x 12 x 4 inches.

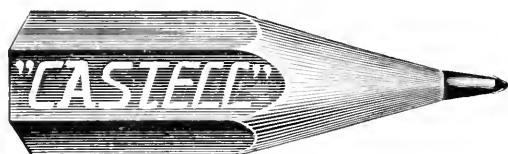
Weight of Giant Lamp, complete with tripod, bulb, wiring, carrying case, 13½ pounds. Height of tripod extended, 75¼ inches.

Length of tripod folded, 21 inches.

PRICE

Giant Lamp only.....	\$25.00
No. 2 tripod for same.....	7.50
Single carrying case.....	6.50
Double carrying case.....	8.00
1000 watt T20 lamp.....	6.50

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

THE NEW INGENTO PHOTO MAILER

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

Made in the Following Popular Sizes

No.	Size
No. 2.....	5½ x 7⅝
No. 3.....	6½ x 8½
No. 4.....	7½ x 9½
*No. 5.....	8¾ x 10¾
*No. 6.....	10 x 12½
*No. 7.....	12½ x 15
*No. 8.....	10 x 15
No. 9.....	6¼ x 9¼
*No. 10.....	7½ x 11½
*No. 11.....	8½ x 12½
*No. 12.....	13 x 17½

*Packed in cartons containing fifty.

Manufactured by **BURKE & JAMES, Chicago, Illinois**
For Sale by **HIRSCH & KAYE**

The News Photographer

By WILLIAM R. SHIELDS

(In *The Commercial Photographer*)

I HAVE sung of many persons who are worthy of my praise,
And I've told about their talents, their appearance, and their ways;
Now my muse's spotlight's focused on the knightly crest and spur
Of a homely, humble hero—he's the news photographer.

He contends with queer conditions—and he greets them with a grin—
In the palaces of pleasure, in the hidden haunts of sin;
Shoots the river and the mountain, takes the orphan and the queen,
Snaps the fullback as he's falling, gets the golfer on the green.

On a few scant minutes' notice he's *en route* to Kankakee,
Or he's off for old Kentucky, or he's putting out to sea;
No, he's never, never idle, be the weather foul or fair,
For he tussles with his trappings and he hustles everywhere.

When he's back from bleak Alaska, ere his breath he's hardly drawn,
He is frantically fixing for the line of Capricorn;
If today he trips his shutter on the breezy western plain,
Why tonight he may be speeding to the rocky shores of Maine.

He must board the morning cutter (and it leaves at six o'clock),
Meet the stately ocean greyhound as she's coming in to dock;
He must lug the big black "Bertha," weighing sixty pounds or more,
Till his soul is in rebellion and his arms and legs are sore.

He must please the Sport Department, he must satisfy the boss,
Has to conquer criticism, sling a slue of applesauce;
Gets no rest at all on Sundays, works till twelve or two at night,
Has to battle like a bruiser when he photographs a fight.

He must use plates with discretion—not too many, but enough—
Size up situations shrewdly, know just when to do his stuff;
He must wait and not be weary, his vexation he must hide,
And beware the beastly blunder of exposing on the slide.

Yes, the camera-conveyor leads a hard and lonely life,
He's a phantom to his family, a stranger to his wife;
His digestion suffers often, for he bolts his feed in snacks,
And he does his duty dumbly till his constitution cracks.

When you scan the sheet that serves you, when you eye the picture-page
With its wealth of scenic wonders culled from every clime and age,
Think of him who got them for you, him who nothing can deter,
Him who's at it late and early—he's the news photographer.

AVOID LOST MOTION

HAMMER PLATES

with shortest exposure and least effort produce negatives of highest quality. Permanence, brilliancy and reliability are their chief characteristics.

COATED ON EXTRA SELECTED, CLEAR,
TRANSPARENT PHOTO GLASS.

*Hammer's Booklet, 10th edition,
sent on request.*



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

New York Depot, 159 W. 22nd Street, New York City

Necessity for the Photo Retoucher The *WOLD* Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

WINFIELD KERNER STUDIO LAMPS

Since 1905

WINFIELD-KERNER COMPANY

325 E. Sixth Street

LOS ANGELES, CALIFORNIA

THE BARGAIN COUNTER

Often you wish for a **Tilting Top** for your tripod. Here is a used No. 1 that you can have for **\$3.00**.

Here's something mighty handy for the man who makes lantern slides. A **5 x 7 to 3 1/4 x 4 1/4 Reducing Block** for only **\$4.00**.

An **8 x 10 Studio Camera** for **3 1/4 x 4 1/4** pictures is offered. Lens Board measures **8 x 8**. Fine for lantern slides or for small work, such as schools. Price is only **\$9.50**.

Do you need an **Aluminum Screen**? Here's a good used one **6 x 6** feet for **\$6.00**.

Here's another **A-1 Air Brush**. The one we listed a few months ago was quickly sold, and many would like to have had it. The price on this one is **\$8.50**.

You will need some big trays for special work. Second quality **Steel Enamel Trays** in good condition are quoted: **16 x 20, \$2.90** each; **18 x 22, \$4.00** each; **20 x 24, \$4.50** each. Only a limited number are left so order promptly.

To get natural pictures of the kiddies they must be at ease in your camera room. The easiest way to accomplish this is to install children's furniture. A set of fumed oak children's furniture consisting of table and two chairs can be bought for only **\$6.50** a set.

Backgrounds, good as new. You can buy an **8 x 8** foot clouded ground for **\$8.64**.

If you prefer a white background, order this **Blue White** (registers white) Style **YY**, for **\$8.28**.

For the man who wants a solid black background (without design), we suggest this **8 x 8** foot **XX** background with **7-foot** floor extension in oil for **\$14.58**.

Here is a **fast 8 x 10 Lens** of medium focal length. It's a **Velostigmat Series II** in Regular Shutter, **12-inch** focus, **f4.5**. It's a bargain at **\$75.00**.

Don't pass up this **8 x 10 Barre Portrait Lens**. It is a **15-inch** lens—works at **f5**. A mighty fine lens for only **\$59.00**.

For enlargements from negatives smaller than **4 x 6**, we suggest this used **Kodak Projection Printer**. Very efficient and requires little floor space. **Ready for use, only \$85.00**.

It is seldom that we can offer a used **5 x 7 Projection Printer**, and very seldom that we have one in as near perfect condition as this one. Fitted with a **400-watt** lamp and an **f4.5** lens, especially ground for projected prints, adjustable paper holder, it is the finest and fastest enlarger you will find anywhere. **Special price on this one is \$427.00** Terms.

Just received a used **Halldorson 5-unit Home Portrait Lamp**, complete with five **400-Watt** Photo Blue Lamps. This gives you **2000** watts for photographic light. No special wing required. Price **\$30.00**.

Eastman Compact Stand. Ideal for home portrait work or the small studio operator. See it illustrated in your Eastman Catalog. Used, but good as new, **\$15.00**.

Here it is—a used **H&K Baby Spotlight** with **400-watt** Blue Lamp. Good as new, and has every adjustment you can find on any similar light. **\$30.00**.

We seldom offer a used Home Portrait Camera, but here is an **Eastman**, just received. Consists of camera, case and one film holder. Price **\$42.00**.

Bring Your Lighting Up To The *New* Standard



Put the *new* Edison MAZDA Lamps in your fixtures and enjoy the comfort of plenty of the right kind of light. These *new* lamps are—*new* in shape, *new* in finish, *new* in construction and so superior to the old lamps as to set a *new* standard of lighting.

The New Edison MAZDA Lamps

- are cheaper and more efficient* than the old frosted lamps.
- protect the eyes* because they give you the right kind of diffused light.
- do not collect dust.* They are frosted inside.
- are constructed more sturdily and attractively* than the old lamps.
- simplify your lighting needs.* In a few sizes they meet every requirement.

Mazda A Lamps—Inside Frosted

15 Watt.....	\$.25
25 Watt.....	.25
40 Watt.....	.25
50 Watt.....	.27
60 Watt.....	.30
100 Watt.....	.43

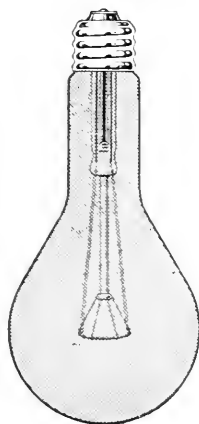
For a larger lamp, we suggest the Mazda C, which will fit any standard socket up to 200 watt size.

75 Watt Clear.....	\$.45
100 Watt Clear.....	.75
200 Watt Clear.....	.80
(As used in Pako B Printer)	
300 Watt Clear.....	1.25
500 Watt Clear.....	2.00
1000 Watt Clear.....	3.75

Lamps For the Photographer

250 Watt G30 Clear	\$1.75
250 Watt G30 Daylight	2.60
400 Watt G40 Clear	3.00
400 Watt G40 Daylight	4.00
Suitable for use in spotlights	
400 Watt T20 Clear (Tubular)	\$2.75
400 Watt T20 C3 Blue ..	3.75
1000 Watt T20 Clear ..	6.50

For use in Halldorson, Sun Ray, and other artificial lighting equipment.



Mazda C (Pear Shaped) Lamps Photo Blue

500 Watt	\$3.00
1000 Watt	6.50
1500 Watt	7.25

Order Your Lamps for Studio, Home or Office from HIRSCH & KAYE

Can be sent safely by Parcel Post. We take the risk.

· SEEN IN THE GROUND GLASS ·

The Stinson Studio at Klamath Falls, Oregon, has been sold to May King, formerly of Fresno, Calif.

Recently we had occasion to compare our prices with those charged in the Middle West, where stock houses are closer to sources of supply and manufacture. In many cases our prices were lower. This favorable condition can be explained by quantity buying which enables us to pass the saving on to our customers.

C. J. Hubbell, of the International News Reel, Los Angeles, came to San Francisco during the holiday shopping season. He was given a "silver" shower by local newspaper men, after which he went on an extensive shopping tour with Mr. Wolff, who denies that he participated in the game.

J. H. Hogan, one of the oldest established photographers in Oroville, will occupy new quarters in that town.

James Allemandy, an experienced photographer located in Mount Shasta City, has opened a branch studio in Dunsmuir.

Nathan Reiman now occupies new quarters at 528 East Main Street, Stockton. The location is a good one.

Johann Hagemeyer has moved his studio from Carmel and is now located at 177 Post Street, San Francisco.

We appreciate this:

Frank Aston, San Luis Obispo, tells us he has dealt with us for 23 years and has never had an unsatisfactory transaction with us. He closes his very welcome letter by saying, "Hirsch & Kaye are honest to goodness business people."

E. T. Clearwater, of Santa Paula, is a busy man these days, but still finds time to divert to the chickens—on his delightful ranch, a few miles out of town. What's that? Say, listen, man! We're speaking of poultry.

Each year it is the custom of Capwell's big department store, Oakland, to give a series of prizes to the departments showing the biggest increase in business. This year the photo studio, conducted by Hortop & Shaw, received third prize in competition with the radio and other popular departments. Our congratulations to both.

D. G. Wood & Son, of Exeter, have outgrown their studio quarters and are building an addition to their home to accommodate their increased activities. The apparatus and equipment installed indicates they mean to spare nothing to make their establishment second to none in their vicinity.

When it comes to initiative and aggressiveness, the Hammond Studio at Porterville is first on the job. During the Armistice Day celebration, they entered a beautifully decorated float, depicting a scene in their camera room, and incidentally reminded thousands of people that there was a photographer in their town. Taking place in November, it was a timely and profitable advertisement.

Frank Robinson, of Merced, knows a thing or two about advertising. He used his local paper freely and we reprint one of his catchy slogans:

*Photos by day,
Photos by night—
Robinson's Studio
Takes 'em by electric light.*

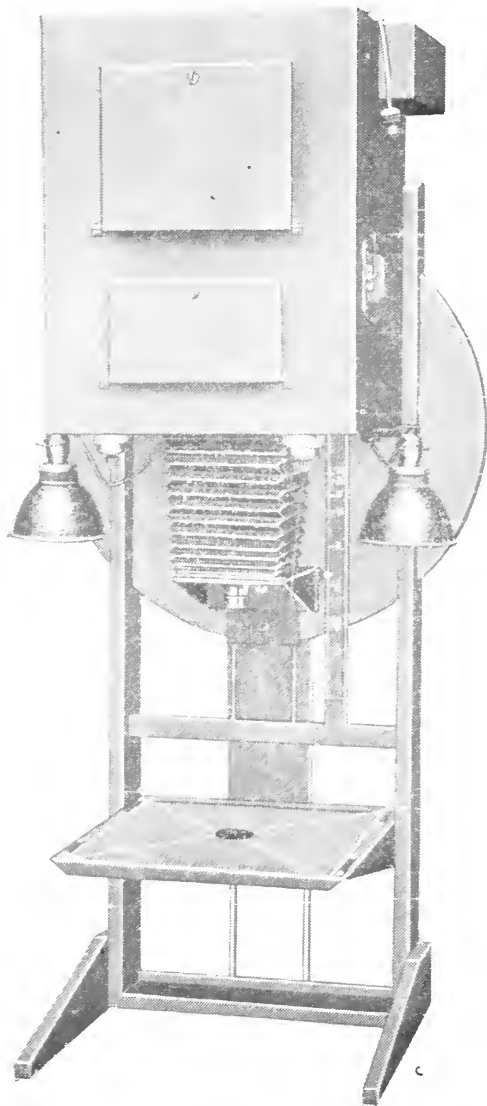
J. E. Harding with wife and daughter, of Santa Paula, were in San Francisco over the holidays and we greatly enjoyed a visit from them at the store.

W. H. Dingman, of Ventura, is looking through the groundglass again in his recently constructed studio home. And some home it is! Talk about ankle deep rugs and overstuffed furniture! Fortified with years of experience and equipment that is up to the minute, we prophesy that Mr. Dingman is to be a very busy man.

Bordertinting Projection Printer

for

ENLARGING, REDUCING and COPYING



Bordertinting Projection Printers are the only self-focusing printers that will enlarge, reduce, copy and make lantern slides without disengaging any parts.

Simply turn the disc to size of picture or negative required, ranging in size from the smallest reduction to the greatest enlargement.

Copying is done on these Printers by your choice of two methods.

No focusing necessary for enlarging, reducing, copying or making lantern slides; the image is always sharp.

DESCRIPTION

The Bordertinting Projection Printers are fitted with high grade Anistigmat F-4-5 Lens manufactured especially for these printers.

Size 5x7—Outside dimensions 22x28x62 inches and makes prints or negatives ranging in size from $2\frac{1}{2} \times 3\frac{1}{2}$ to 16x20 from 5x7 negatives or prints.

The printing illumination is two 500-W Mazda lamps, or one Cooper Hewitt M-Tube, has brackets for the tube and receptacles for bulbs and is wired complete for both.

Size 8x10—Outside dimensions 24x30x60 inches, makes prints or negatives ranging in size from 4x5 to 18x22 from 8x10 negatives or prints.

The printing illumination is one Cooper Hewitt M-Tube. The Printer is wired and fitted for this outfit only.

These Printers will sit on the floor, bench, shelf or may be fastened to the wall.

Shipped complete in one crate, ready to operate as soon as lamps are attached.

The Bordertinting Projection Printers are self-focusing and successfully do the things that were claimed a few years ago to be impossible.

Print the Picture and tint the border in one operation.

PRICE

5x 7 Without Lamps	\$225.00
8x10 Without Lamps	325.00

BORDERTINTING MASKS

5x7	Each	8x10	Each
Single tint	\$.75	Single tint	\$1.00
Two tints	1.00	Two tints	1.50
Three tints	1.50	Three tints	2.00

THE B. & L. MANUFACTURING COMPANY

1702-1706 Light Street
BALTIMORE, MARYLAND

Order from Your Dealer



"JERRY'S" CORNER

By HIMSELF

A Happy New Year to all. How many resolutions have you busted? Same here. Cheer up, in eleven (11) months you can make some more.

There ain't no Santa Claus, because if there was Peggy Joyce would have married him.

Here's the latest scandal about the H. & K. employees: ANDRE and his crew of jolly RODGERS went a sailing over the GREEN along the REVIERA, in their boat the K, till they hit a REIF, after which they swam ashore. "Now," they said, "we'll have to RUSSELL, so they found a man working on a house who told them he was not a carpenter, only a SIL-LER. They tried to borrow his CHAN-DLER, but he gave them a lot of SASS, but when they tried to get into his ROYCE, he said, "You fellows are a MENIST," and threw them over a BUSH and they landed on their DERBY.

As they went over the top, each one tried to REICH for a wire fence. Lucky for them, it wasn't rusty, because it was GALVINized.

Two small boys, PETERSON and JOHNSON, being nearby, they inquired, "Will the TOWNSEND help?" "No," said the boys, "but we'll borrow the SANDFORD and take you to a WARD in the hospital."

"Is that the best you've got?"

"Yes," said the boys, "and you can take it or LEVITT."

As they were leaving they met a WOLFF, who chased them till they met a QUEEN and her BUTLER, DOLAN out the BACON to a MILLER and a WEAVER. Grabbing an axe, the BUTLER exclaimed, "Let me at it, I'll HEWITT."

After that, they all took a STRAULE and filled up on MAGNUS Root Beer.

You've got to say this for Miss Hein, our telephone operator, she's always plugging for us.

The editor and me get along pretty good together now. He knows he needs me to help him. He now wants me to read the proofs for him. "Be careful, Jerry," he says, "once I wrote a story about a shock I received because I put my hands on a live wire. The printer spelled wire with an 'f' instead of 'r.' If mistakes like that are to be made I want to make them myself."

In the last issue of THE FOCUS the printer left an "i" out of the Winfield Kerner ad. I've asked our Optical Department to look into this because they install artificial eyes. Meantime Winfield Kerner Studio Lamps are as good as ever.

A year is like a calendar. Everybody welcomes a new one but few know what they'll do with it.

Lots of Americans are going to Europe this year to visit the bottlefields.

My kid brother would like to be a cowboy. Maybe some day he and I will buy a ranch. If we do, we'll call it "The Focus," because that's where the sun's rays meet (sons raise meat), and that's no bull.

JERRY.

Announcing
The Ansco Memo Camera

50 Pictures With One 50-cent Film

Price \$20.00

A small pocket outfit (body $2 \times 2\frac{1}{2} \times 4$ inches) which supplements larger cameras in a new and amazingly efficient manner. Uses negative motion-picture film (professional width), specially cartridge for convenient daylight loading. F 6.3 lens, direct-vision telescope, finder, automatic exposure counter, quick lever winding device for film.

Negatives developed in the same manner as with any other film. Contact prints show each picture exactly the size of a motion-picture frame. Enlargements $3\frac{1}{4} \times 4\frac{1}{4}$ obtained in 5 to 20 seconds on Noko and other contact paper by means of Memo Film Enlarger; bromide paper not needed. Strip prints on positive motion-picture film may be used in any still-film projector (the modern stereopticon).



*Send for illustrated 48-page booklet
giving the complete story*

Address: Paper Division

ANSCO PHOTOPRODUCTS, Inc.

BINGHAMTON, N. Y.

LISTED AT THE SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

For \$800.00 you can buy a modern studio in the Sacramento Valley in a prosperous community. Only half of the purchase price made by cash payment. Poor health causes the owner to reluctantly part with this studio. Box 2078 THE FOCUS.

✓ ✓ ✓

Here's a studio in a prosperous Alameda County community. The owner has a continuous lease with very low rent and a minimum of expense. Halldorson Studio Cabinet is used for illumination and the studio is well known in the community. Box 2088 THE FOCUS.

✓ ✓ ✓

PHOTOGRAPHER WANTED capable of making fine home portraits. Must have artistic ability, good address, and not afraid of hard work, so that he can advance with the business. Apply with samples. BOYE' STUDIOS, 126 Post St., San Francisco.

✓ ✓ ✓

The finest studio we know of in Arizona and vicinity has been offered for sale. Sufficient equipment is included to handle any branch of the work and were it not for other interests you could not persuade the present owner to part with it. For a real opportunity in a community where life is worth while inquire Box 2081 THE FOCUS.

✓ ✓ ✓

If you are looking for an opportunity to invest with an established business in southern California, please write Box 2091, care of THE FOCUS for further particulars.

✓ ✓ ✓

One of the oldest and best established studios in San Francisco is listed for sale. There are 33,000 negatives on file, and the lease on the studio still has eight years to run. Additional information can be had from Box 2076 THE FOCUS.

✓ ✓ ✓

Wanted by January 1, or before, a capable operator who can do A-1 retouching. Permanent position to right party. State experience, age, salary expected. Married man preferred. Mail sample of retouching. Box 41 THE FOCUS.

✓ ✓ ✓

Here is a good opening in Nevada. One of the largest copper smelters in the world is located here, with a steady payroll. Cameras and lenses are complete. Only studio in town. Box 2095 THE FOCUS.

✓ ✓ ✓

Now is the time to buy a studio at lowest prices. There are many studios offered in Washington, Oregon, and in California, where we offer locations in the following counties:

Alameda
Kern
Los Angeles
Madera

Mendocino
Merced
San Francisco
Santa Clara

Sonoma
Stanislaus
Sutter
Tulare

✓ ✓ ✓

At this time of the year there are many applicants on our list who desire positions. If in need of help, get in touch with the Service Desk, THE FOCUS, where your problem will receive intelligent attention.

PROFESSIONAL SERVICE

GEORGE A. WEEDEN

ARTIST

Producer of

Fine Crayons - Water Colors
Pastels

Oil Paintings, Ivory Miniature and
Air Brush Work

1028 Market St.

San Francisco

For Good Retouching and Coloring
Send Your Orders to

ANNE ROSTON

APT. 42—929 PINE STREET

Phone Prospect 5677

SAN FRANCISCO . . CALIFORNIA

ENLARGEMENTS & PORTRAITS

—all sizes

CRAYONS, PASTELS & OILS
FRAMES WHOLESALE

Largest House of this kind on Coast
Write for price list

VICTOR PORTRAIT CO.

2225 Brush Street

Oakland, Cal.

GET THE BEST RESULTS

IN

Retouching, Art Coloring
and Blocking

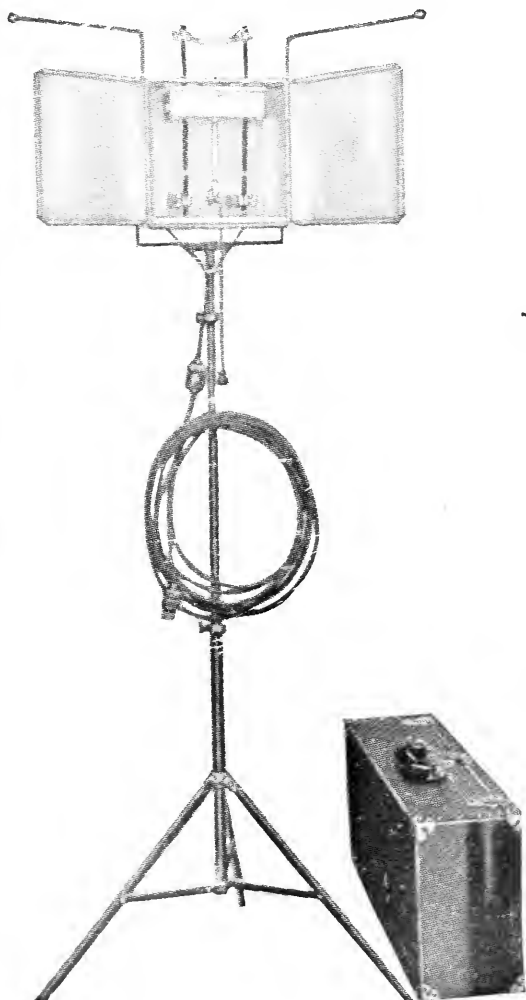
By an EXPERIENCED ARTIST

EMERSON BEERS

Phone Kearny 4125

Pacific Building—Room 363

821 Market Street, San Francisco, Calif.



Successful Photography

demand the

**The Original Blue
White Twin Arc Lamp
Duplex Jr.**

Trade Mark Registered

Hand or Automatic Operation

Imitated but not Duplicated

Patented features not found in any other lamp.

We can fill your order promptly

HIRSCH & KAYE

239 Grant Ave.

San Francisco

NEW AERIAL CAMERA PIERCES SMOKE

FAR greater service from aerial photography is anticipated as the result of a faster exposure process developed by army experts at McCook Field to be used with special plates manufactured for taking pictures from moving airplanes. It is expected that photos of entire cities can be taken at distances of 200 miles and from an altitude of 30,000 feet. Already clear views of mountains have been obtained at a distance of 150 miles in spite of smoke. The process is being kept secret for tactical reasons, but includes treatment of the plates with a chemical which hastens the effect of an exposure and makes them sensitive to infrared rays. When the plates are used in connection with a deep-red ray filter, the infrared rays and certain blues not affecting the ordinary plate are recorded. These are the rays, it is explained, that penetrate a smoke haze. Light fogs have been pierced, but heavy mists, as yet, prove a barrier partly because the rays are affected by the amount of vapor in the fog. It is expected that further experiments will remove this trouble. To test the new plates, photos were made of the Sierra Nevada Mountains from a plane 150 miles away. On the old kind, only the immediate territory in the foreground was revealed, the rest being hidden by a smoke screen. But on the new plates, the distant ranges were plainly visible, although they could not be seen at the time by the photographer.

A woman went into a studio to have her picture taken. While the photographer was adjusting the camera, the lady wrapped a clothes line around her skirts.

"You will have to take that off, Madam," said the photographer.

"You can't fool me, young man," she said, "I know you see me upside down in the picture."

POISONS AND ANTIDOTES

Administer the antidote as soon as possible. If a strong acid or alkali, or cyanide of potassium has been swallowed, luke warm water in large quantities should be swallowed at once. Where strong acids or alkalies have not been swallowed, rid the stomach of the poison by vomiting; for this purpose take 25 grains of zinc sulphate in warm water.

IT'S HERE

The *American Annual* for 1927 has arrived, and in its new form is a most attractive book. In its enlarged size, there is more room for proper presentation of its helpful articles and attractive pictures.

For the professional photographer there is a timely article on "Negative Making," by Dr. B. T. S. Glover, a profusely illustrated article on lighting, information on desensitizing.

Other articles deal with the recovery of silver from exhausted fixing baths, photographic books, the status of professional photography and many formulas.

For the pictorialist there is an array of pictures that represent the art of the world. Price, paper cover, \$1.50; cloth covered, \$2.25.

DON'T THROW AWAY MONEY

Some photographers do not realize that there is a lot of silver in their discarded Hypo Solution. Properly handled, this silver should produce enough revenue to pay the cost of your fixing solutions and even to leave you a nice profit.

The process is very simple. Store your old fixing bath in an old tank or barrel and precipitate the silver by the use of Albo. Full instructions with every can. See advertisement, Wildberg Bros., on page 7.

M. J. Wohl & Company, manufacturers of the famous Deplex Jr. Twin Arc Lamp tell us to beware of a man who represents himself as their salesman. He borrows lamps under one pretext or another and disappears with them. He uses the names of Van Ness and Wm. Wohle and is about 47 years of age and fairly tall.

You are protected when you let HIRSCH & KAYE take care of your lighting problems.

Unfair competition, embracing all acts characterized by bad faith, deception, fraud or oppression, including commercial bribery, is wasteful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.

Mounters for the Popular 3½ x 5 Portraits



This illustrates the NANETTE
(Now made on Graphic stock)

To meet the demand for mounters for this popular size portrait, we list in our Fall and Winter 1926-27 catalog, a complete selection in easel and folder styles—all different in appearance and stocks.

They enable you to select mounters that *help look* the price you ask for the portrait.

While it may not be practical to feature all of them, still it will be to your advantage to know them all. Write for samples. Then select those best suited for your requirements.

Our Special Sample Offer

We have selected six styles—four easel and two folder styles. We will send samples of these postpaid for ten 2-cent stamps, and include Show Cards for the display. You will find this selection specially good for the after-the-holiday business.

SAMPLE OFFER WS-12

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)
CHICAGO :: ILLINOIS

The Leading Card Novelty House of America

AT YOUR SERVICE

WILLIAM WOLFF



WHEN we first sprung the picture idea on "Billy," he told us to travel to a place that sounds like a town in Montana, if you know what we mean, and then he walked off with a laugh and left us flat just like that. It takes a lot of rebuffs to discourage us, however, and in the end we got the picture, and with it memoirs of the kind that publishers write checks for and girls stay up all night and read.

Perchance there is one here and there who doesn't know Billy, it may be said that he is the dean of our "old timers," and in the words of "Jerry," would look like a Zebra if Hirsch & Kaye gave Service Stripes.

But let's get at this story in an orderly fashion.

It is unfortunate to relate that Wolff was not born in a log cabin as all great men really should be, for alas! the nearest one was some twenty miles away and the hack driver wanted too much money; but in spite of this he has succeeded and if the home-town folks haven't named a public park or a flock of their male offspring after him they are derelicts in their civic duty.

William shook off mumps and measles and passed through the usual gamut of childhood ailments to grow into a husky lad fond of velocipedes and fancy neckties.

It may be that his "taking ways" had their effect in influencing him into the realms of photography; for at about the time of the Spanish-American War, William was breezing into studios, a full-fledged salesman, booking orders for albumen paper and Maroon G.B.E. mounts.

There are few photographers in the West who haven't had "the Wolff" at their doors at one time or another, and although he is without doubt the best known photographic salesman on the coast, he has by no means confined himself to this territory. His travels for Hirsch & Kaye have carried him over many trails and into many regions; at times as far east as the Atlantic

Seaboard, and west into the Land of Poi and the Hula Dance. Reminiscing a short time ago, Billy said, "I have but one territory yet to cover and that's 'Up.' With the right kind of living I may take care of that later on." A subtle remark for Bill.

From where he now sits, across the office, we observe that his hair is getting a little thin on top and that perhaps he stands less erect than once he did. This and a visible wrinkle here and there suggests a line from the "Last Leaf"—about "the mossy marbles that rest on the lips that he has pressed in their bloom, and the names he loved to hear, have been carved for many a year on the tomb." However, we won't use it and will just say that Bill has grown too old for velocipedes. After all, it isn't the years but rather the spirit that counts. And be it known Bill still selects his clothes in the Young Men's Department and gets off street cars before they stop.

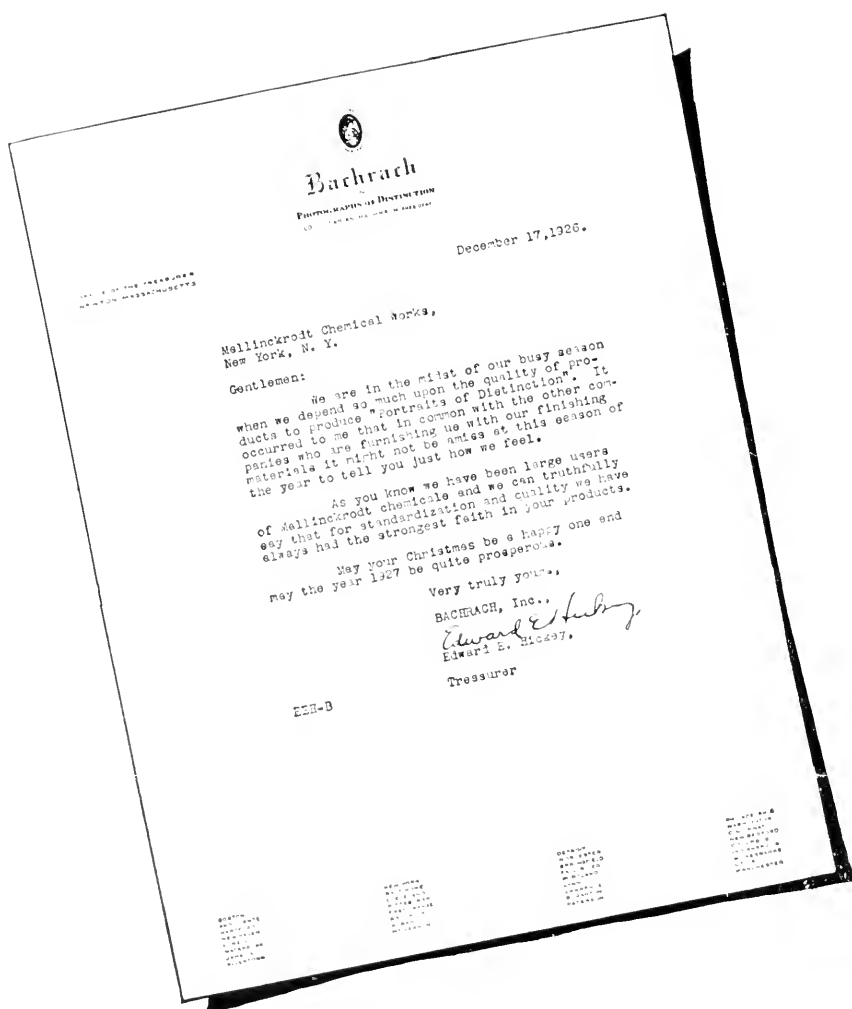
He has a hobby or two, and in connection with the principal one—boxing—we have a memory of seeing him wreck his new straw hat in a ringside seat not so long ago. Billy's man won that night.

The evening of life is a long way off for William, but when it comes, we dare say it will find him somewhere on the beaten path with a sample case in his hand and a Pullman ticket in his pocket; with these and the music that comes from the click of the rails, he'll be happy. That's Bill.

* * *

TWO FLYERS PHOTOGRAPH CITY 100 MILES AWAY

ROCHESTER, N. Y.—Flying three miles above this city today, Lieutenant George W. Goddard and Dr. S. M. Burka, both of the Army Air Service, took a photograph of Dunkirk, 100 miles away. The airmen were testing a new long-distance film. Lieutenant Goddard said: "The test today was the first in which the subject to be photographed was at a great distance. We do not expect to develop the films today, but will continue the trip back to McCook Field at Dayton, Ohio, sending the completed pictures here. The film used is designed especially to penetrate haze in taking photographs of distant places and we have found that it works well."



*Ask the Photographer who has
used them*

From coast to coast *Mallinckrodt*
Photographic Chemicals have
won the unqualified endorsement
of Photographers of every section
of the country.

Write St. Louis Office for free catalog

MALLINCKRODT CHEMICAL WORKS

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SEED PLATES

Time-tested Dry Plates with years of service-giving history to guarantee present and future satisfaction.



There is a Seed Plate for every photographic purpose.

SEED 27
(GILT EDGE)

SEED PANCHROMATIC

SEED 26 X

SEED NON-HALATION L. ORTHO

SEED 23

SEED PROCESS

SEED L. ORTHO

SEED LANTERN SLIDE

Distributed exclusively by

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DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

THRU PHOTOGRAPHIC DEALERS

Also Distributors of Stanley and Standard Dry Plates



*A Complete Line of Papers
for Distinctive Photography*

Your customer buys a print—nothing more.

All of your knowledge of photography goes into the making of a negative. Unless the print reproduces the quality of the negative some part of its value is lost. Vitava Athena reproduces the quality of the negative, and its pleasing surfaces give distinction to the print—lend an attractiveness that materially influences sales. Try Old Master, Linen Finish or Parchment for distinctive portrait styles. Your dealer can supply you.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

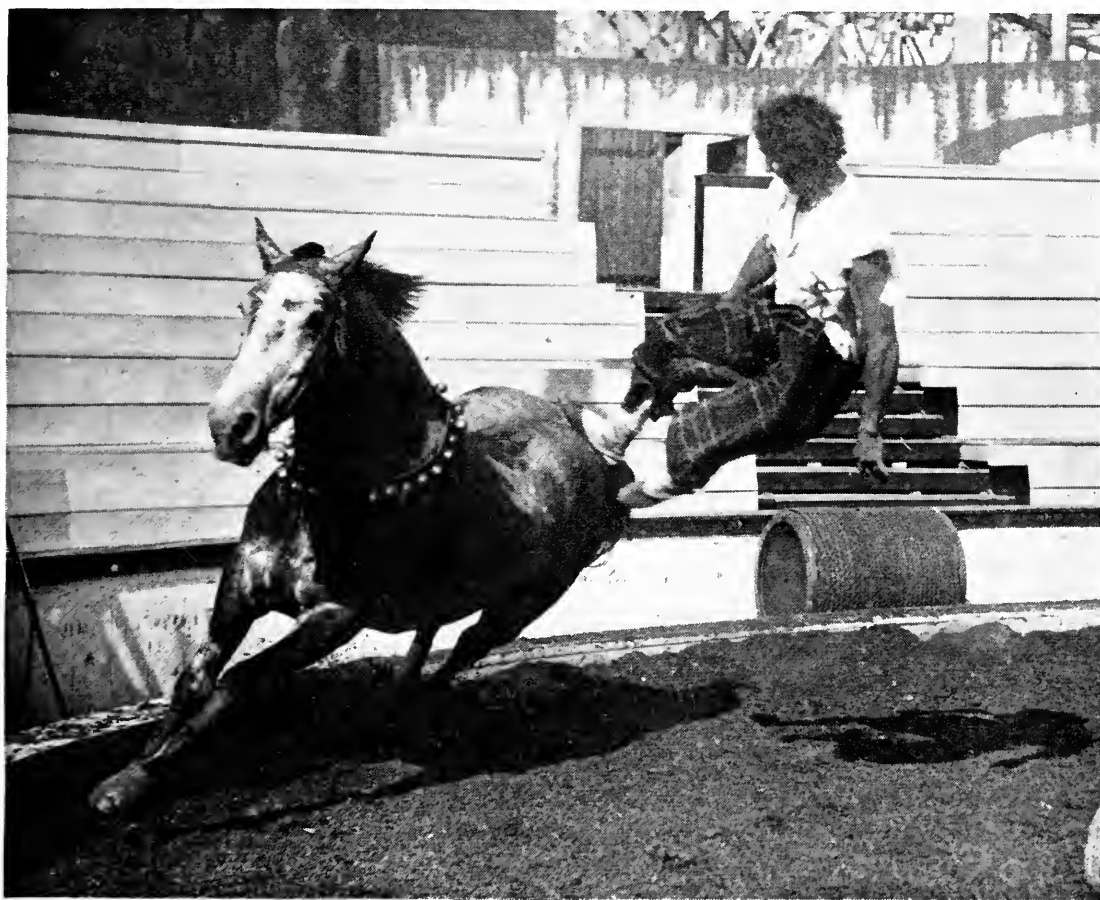
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

FEBRUARY, 1927

Number 2



It requires a fast shutter and extremely fast plate to produce a photograph like this. Vincent Lopez, with Hammer Press Plate, caught this remarkable flying leap at Luna Park Circus, Coney Island.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

PORTRAIT FILMS

*go far to insure unusual results
and eliminate the "make-shift job"*

Agfa Portrait Film possesses an emulsion that records full gradation scales. This makes possible trick lightings that will emphasize your reputation for artistically recording the personality of your subject.

The speed, density and contrast of Agfa Mat Portrait Films combine in one medium those characteristics essential to fine portraiture. The mat back incorporates many new advantages that will be appreciated in overcoming present handicaps in portrait making.

*A trial order from your dealer will be
a convincing proof*

AGFA PRODUCTS, Inc.

116 East 13th Street, New York City

CHICAGO, ILL.
180 N. Wabash Avenue

ATLANTA, GA.
48 Auburn Avenue

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

FEBRUARY, 1927

Number 2

IN THE PROFESSION



Air Service. In a recent letter he writes:

"After the opening of navigation, in June, 1913, I arrived in Eagle, Alaska, a small mining town about one hundred miles from Dawson, Y. T., scene of the famous gold rush to the Klondike. There being no other photographer there, I was forced to dig out my trusty 'View,' and fill the gap.

"Of course, there was no running water and no electric light, and from Thanksgiving until January 17th, there was not even daylight. So I used rain water in summer and melted ice in winter and printed by means of Magnesium ribbon. So you see there were problems to be met, which may account for the sad look in the above picture.

"I think that mine was the studio 'Farthest North.' If there is any other farther north, I would like to hear of it. I have, at times, paid six-bits a pound for Hypo, when I would run out of it and have to get it via dog

team from Dawson (try paying six-bits a pound for Hypo sometime, it's real amusing). However, between H. & K. and the Parcel Post that didn't happen often. My nearest competitor was at Fairbanks, about a thousand miles away by river, the highway of the North, so I didn't steal any of his business nor he mine. I left there three years ago, and so far as I have been able to learn, there were no photographers killed in the rush to take over my select business. The location is still open to anyone looking for a good place to starve to death, but why go so far north, when you can do that so much more comfortably where you are?

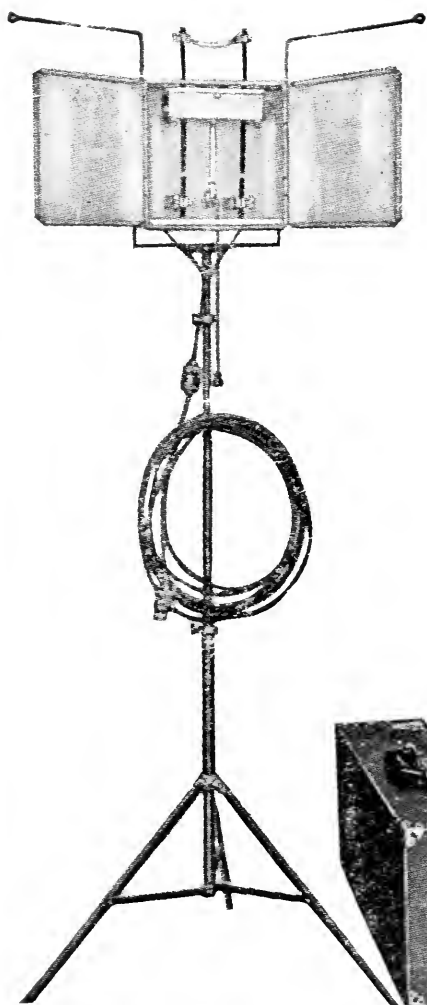
I am now in the Army Air Corps, trying to learn something of Aerial Photography and am in a position to 'look down' on my brothers in the profession. I may be called a 'high' class photographer. Hoping you're the same."

THE O'CALLAGHAN.

If the highway that's named after Lincoln is smooth, it's different from the road that he traveled.

It may be proved with much certainty that God intends no man to live in this world without working; but it seems no less evident that He intends every man to be happy in his work, it is written: "In the sweat of thy brow," but it was never written: "In the breaking of thy heart."

—Ruskin.



Successful Photography
demand the
**The Original Blue
 White Twin Arc Lamp
 Duplex Jr.**
 Trade Mark Registered

Hand or Automatic Operation

Imitated but not Duplicated

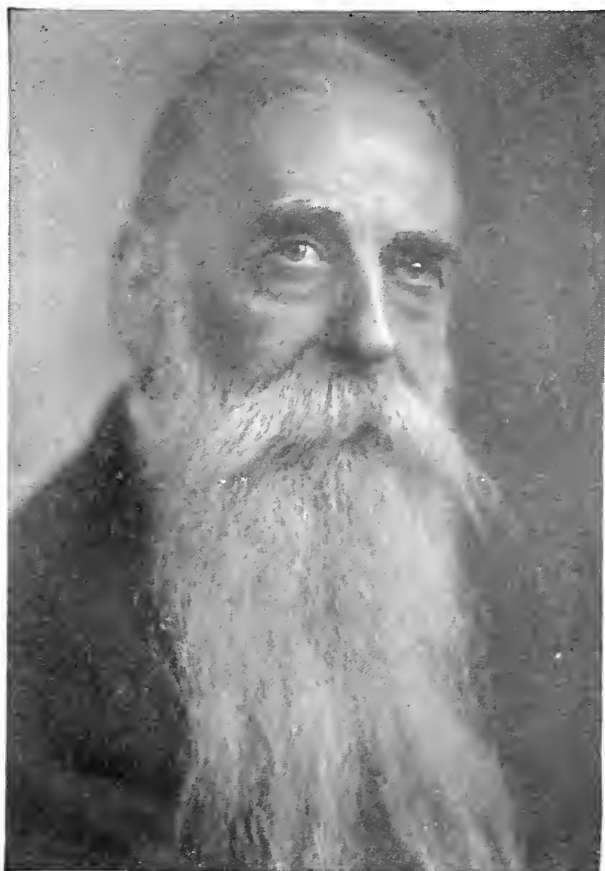
Patented features not found in any other lamp.

We can fill your order promptly

HIRSCH & KAYE

239 Grant Ave.

San Francisco



IRF HOWARD

Negative by
A. B. Cornish

The
Bausch & Lomb
Sigmair
Portrait Lens

combines speed and long
 focus to give perfect por-
 traits that have brilliancy
 and true perspective.

Speed

f:4 f:4.9

Focal Lengths

16 inch · 19 inch · 22 inch

Taken with
19" Sigmair

WHAT WILL YOU DO WITH THIS COPY OF THE "FOCUS"?

Once in a while somebody will phone or write to ask for a name, an address or other information they previously saw in THE FOCUS. This indicates that the copy has been misplaced.

We understand how this can happen and will gladly send you additional copies of THE FOCUS to keep your files complete. But this brings up the question, what do you do with your copies when you have read them?

THE FOCUS is valuable for further reference in many ways. The advertisements of a year's issue will keep you informed about the latest and best equipment and material you require in your profession. Useful information appears in every issue. You may not need it now, but a few months from now you'll gladly pay for this information when you want it in a hurry.

"In the Profession" and "Seen in the Ground Glass" help to keep you informed about others in the profession. The "Bargain Counter" may list something you suddenly require and is still available.

Oh yes, Jerry happens to be here and insists we mention his page. Next time you've had a row with a customer, get out your old copies of THE FOCUS and read Jerry's Page. At any rate, save your copies. They will be helpful and interesting to you as time goes on.

To meet the demand for 4 x 5 Revolving Back Telescopic Graflex Cameras without lens, we have arranged for an additional supply of these cameras. We expect them in a short time, and as the supply is limited, anyone interested should send in their order now.

COOPER HEWITT LIGHTS

The mercury vapor tubes, invented by Peter Cooper Hewitt, are well known to most photographers. The M Tube is ideal for enlarging, as it requires no condensing lenses. The longer F tubes and P tubes are used for photostat or copying machine illumination and frequently for portrait illumination.

A characteristic of the Cooper Hewitt Light is a peculiar bluish green color that has admirable actinic value, but gives to a person under the light a deathlike pallor that causes the sitter to form an unfavorable impression. The actual results do not justify this opinion, but the sitter naturally does not know this.

You can completely overcome this objection, which exists only in the mind of the sitter, by adding 400 or 500 watts of clear Mazda illumination. The light from the Mazda lamp has no effect on the negative, but to the sitter the result is very satisfactory, as the light he sees is very much like daylight.

New and very attractive Cooper Hewitt equipment has been announced and interesting circulars are awaiting your request.

A LITTLE ARTICLE—BUT A BIG CONVENIENCE

Pure Gum Standard Reinforced Finger Cots. This is the best rubber finger tip ever offered to protect the finger and prevent discoloration of the nails. Useful in a thousand ways. Has reinforced ends to insure continuous service.

Large, medium and small.

Per set (three tips).....\$0.15

1/4 gross box tips, assorted.... 1.25

Per gross tips, assorted..... 4.00

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

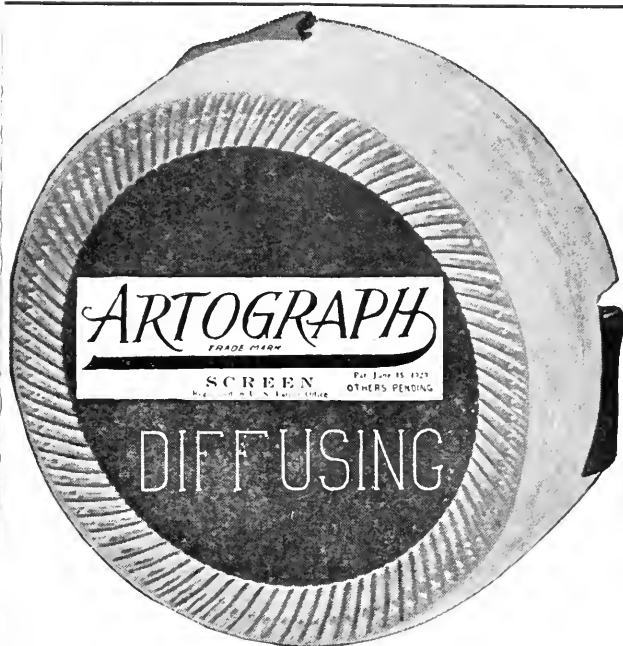
Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Print produced	Price
3 1/4 x 4 1/4 "	3 x 4 "	\$ 2.00
4 x 5 "	3 1/2 x 4 1/2 "	3.00
5 x 7 "	4 x 6 "	3.50
8 x 10 "	7 x 9 "	5.00
10 x 12 "	9 x 11 "	10.00
11 x 14 "	10 x 13 "	15.00



Artograph Diffusing Screen

**Makes Any Lens a Soft
Focus Lens at a Small Cost**

Just slips on in front of your regular lens.

PRICES

No. 1	will fit lens 5"	diam.....	\$10.00
No. 2	will fit lens 4"	diam.....	8.00
No. 3	will fit lens 3 1/2"	diam.....	8.00
No. 4	will fit lens 3"	diam.....	7.00
No. 5	will fit lens 2 1/2"	diam.....	7.00
No. 6	will fit lens 2"	diam.....	6.00
No. 7	will fit lens 1 3/4"	diam.....	6.00
No. 7 1/4	will fit lens 1-7/16"	diam.....	6.00
No. 7 1/2	will fit lens 1-5/16"	diam.....	6.00
No. 8	will fit lens 1"	diam.....	5.00

Money back if not satisfactory after 5 days' trial.

Order from Hirsch & Kaye

DOES IT PAY?

Does it actually pay to conduct a business on a cut-price basis? On the average, can permanent success be achieved with low price the principal sales argument? We never have thought so, and prominent authority bears out our sentiments. If you are ever tempted to undersell your competitor, these facts may interest you:

"If a storekeeper must sell at a margin of 25% in order to make his normal profit, then a cut of 5% in selling prices will require over 18% increase in volume if he is not to lose money. A cut of 10% requires a 50% increase; a cut of 12 1/2% a 75% increase, and a cut of 15%, an increase of over 112% volume of sales."

NOW READY

Photograms of the Year 1926

This exceedingly interesting book has been received from the publishers and a limited supply is on hand. This book reproduces the world's finest pictures, and whether you be a pictorialist portrait man or just a lover of fine pictures, you should have a copy.

Paper Cover\$2.25

Cloth Cover 3.25

1 1 1

A champion sneak thief in a German city demonstrated his claim to championship by sneaking into the prison within two hours of his release and stealing his picture from the rogues' gallery.

EASTMAN PLATE SPEEDS

The approximate relative speed of the various brands of Eastman Plates is shown in the following table by assigning a speed of 100%, or par speed, to the fast portrait plate, Eastman 40. Other plates are relatively faster or slower, as will be seen by the following percentage table:

Eastman 40	100%
" Speedway	150%
" Polychrome	90%
" 36	80%
" D C Ortho.....	80%
" S C Ortho.....	80%
" Universal	80%
" Post Card	32%
" Commercial	30%
" 33	26%
" Process	5%
" Lantern Slide	
Regular	3%
" Lantern Slide	
Slow	2%

HAVE YOU ORDERED?

Last month we sent you an interesting assortment of circulars descriptive of new accessories or material. The circulars pertained to the

Eastman Print Embosser

for embossing edges or producing plate sunk centers. Price 50 cents.

Agfa Matt Portrait Film

Requires no retouching fluid. Will not scratch.

Folmer Multiple Camera

for those popular penny pictures.

Kodak Interval Timer

for the printer, washing machine or photo engraver.

Probos Preservative Paint

Especially made for photographers. Clean up your trays, sinks and tanks and make them as good as new.

Save your Hypo solution and use Albo. Make money. Now is the time.

COLORLED GLOSSY PRINTS

The increased use of pictures for salesmen has brought with it a demand for colored pictures. Manufacturers of electric signs, furniture, automobiles, radio sets, and others, have found that a picture, colored like the original object, is much more effective than a plain black and white print.

Webster Colors make the production of colored glossy pictures a simple, profitable process. Can be used with glossy or matte surfaced paper.

Set of 14 colors.....\$3.50

Extra colors can be obtained in containers from 1/2 to 1 gallon size.

GOODWILL

Goodwill, while intangible, is nevertheless, property, and as such can be transferred from one person to another. It is usually carried on the company's books at a substantial figure, depending upon its value in the public mind. Goodwill is the status of a company with the firms and individuals doing business with it, and as such depends upon sound policies consistently practiced and good merchandise consistently made and sold.

Public utility corporations appreciate the importance of public attitude and make every effort to cultivate goodwill. Manufacturing concerns also depend for their success upon the feeling of customers toward them.

From the advertising and selling viewpoint, goodwill is a very important element in a transaction. If a prospect does not believe in the company or its product, then a formidable obstacle immediately confronts the salesman, and while he may be able to remove it, still much valuable time and effort are required, increasing selling expense sometimes to a prohibitive degree.

VARIUM $f3.5$ $f4.$



*Portraiture
Child Studies
Groups*

—One lens to serve all three
with INDIVIDUALITY

Because—it has slight softness and long focus for
portraiture.

Because—it has sufficient speed for child photog-
raphy.

Because—it gives the sharp, flat field needed for
group work.

Dollar for dollar, the Varium offers unheard of value—a
trial will convince you.

Literature sent upon request

WOLLENSAK OPTICAL COMPANY

ROCHESTER, NEW YORK

Buy American-made Goods

ADVERTISING CAMPAIGN FOR PHOTOGRAPHERS

Here's news of one of the most important events in the history of our industry.

A National Advertising Campaign for the entire industry is under way.

At the annual convention in Chicago of the Photographers Association of America, it was decided to appoint a committee to investigate the advisability of a National Advertising Campaign.

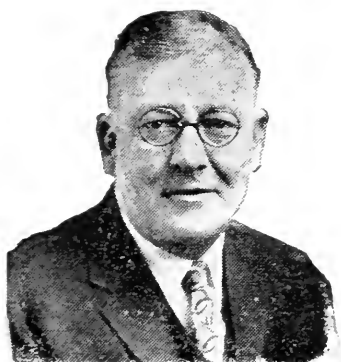
An Advertising Committee was appointed, composed of three photographers, three men from stock houses and three manufacturers. This Committee met, studied every phase of the project and decided definitely to launch the campaign as soon as all of the details could be worked out.

Then a contract was entered into between the Photographers Association of America and the Millis Advertising Company.

This company was selected because of the success it had in putting over the "Say It With Flowers" program for the Florists, the "Gifts That Last" campaign for the Jewelers, and the two million dollar program for Soft Drink Industry. All three are co-operative projects like our own.

The preliminary work is well under way. The details of the plan are worked out carefully.

Many letters are being received by Geo. W. Harris, Washington, D. C., Chairman of the National Advertising Committee, from leaders in the United States and Canada that indicate the unanimous support the Photographers Association of America is having with its program.



L. V. GARDNER

of Los Angeles a member of the National Fund Raising Committee, who will work with the State and Associate Chairmen in the Western Coast States in getting the quotas for the four-year two million dollar advertising fund.

The quotas for the Western Coast States are as follows:

California	\$31,290
Oregon	7,560
Washington	11,385
	<hr/>
	\$40,235

The committees for these States are as follows:

CALIFORNIA

Portrait Chairman

E. J. McCulla

Berkeley, Calif.

Commercial Chairman

Lawrence B. Morton

San Francisco, Calif.

Associates

T. J. Nelson

Santa Rosa, Calif.

Fred R. Schneider, Jr.

Stockton, Calif.

Warren H. Jarvis

Santa Cruz, Calif.

Clarence L. Parks

Fresno, Calif.

Gabriel Moulin

San Francisco, Calif.

John Roemer

Bakersfield, Calif.

Charles H. Brown

Santa Barbara, Calif.

Francis Parker

Pasadena, Calif.

Harold J. McCurry

Sacramento, Calif.

H. Sackrider

Marvsville, Calif.

J. Calvin Cooley

Los Angeles, Calif.

Evan Davis

San Bernardino, Calif.

Shirley V. Bacon

Long Beach, Calif.

Guy Sensor

San Diego, Calif.

J. F. Zink

Chico, Calif.

OREGON

Portrait Chairman

Wm. M. Ball

Corvallis, Ore.

Commercial Chairman

A. M. Prentiss

Portland, Ore.

Associates

F. C. Wilson

Astoria, Ore.

Ora L. Markham

Portland, Ore.

C. Wheeler

Pendleton, Ore.

Frank Patterson

Medford, Ore.

WASHINGTON

Portrait Chairman

W. F. Jukes

Bellingham, Wash.

Commercial Chairman

C. F. Todd

Seattle, Wash.

Associates

Paul Denison

Everett, Wash.

M. A. Grady

Seattle, Wash.

F. H. Ingalls

Spokane, Wash.

Charles F. Dowsett

Tacoma, Wash.

O. M. Jeffers

Olympia, Wash.

Lloyd E. Flower

Aberdeen, Wash.

Carolyn M. Moran

Yakima, Wash.

Frank R. Miller

Walla Walla, Wash.

GRAF Variable Anastigmat

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

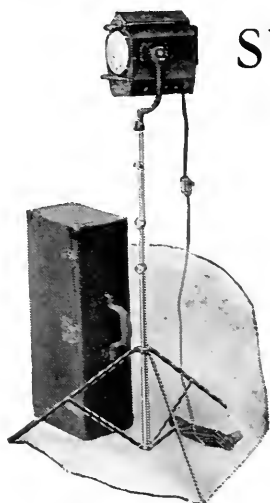
FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL COMPANY
SOUTH BEND :: INDIANA



SUNRAY PORTABLE SPOTLITE

A powerful concentrating spotlight that can be controlled perfectly so as to give as small or as large a spot as required.

The focusing arrangement is unique in its simplicity.

The automatic control device makes it easy to tilt light at any angle to direct the spot exactly where desired.

The outfit is compact and light in weight, making it ideal for home portraiture as well as studio use.

PRICE OF PORTABLE SPOTLITE

Complete with four-section folding tripod, wiring and attachment plugs\$35.00
400-watt clear lamp for same..... 2.75

The Case Is Extra

**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film.**

Highest Prices Paid

P. H. KANTRO
PORTAGE, WIS.

**YOU HAVE
A SILVER MINE**

In Your Studio

Operate it without labor, odor, or
inconvenience, with

KAN-RITE

The modern Hypo precipitant, and make

1000% PROFIT

At your Supply House or

Kantro-Gunnell Refining Co.
Portage, Wis.

PROFESSIONAL SERVICE

For Good Retouching and Coloring
Send Your Orders to

ANNE ROSTON

APT. 42—929 PINE STREET

Phone Prospect 5677

SAN FRANCISCO . . CALIFORNIA

ENLARGEMENTS & PORTRAITS

—all sizes

CRAYONS, PASTELS & OILS
FRAMES WHOLESALE

Largest House of this kind on Coast
Write for price list

VICTOR PORTRAIT CO.

2225 Brush Street
Oakland, Cal.

SENSITIZING SILK OR LINEN

A number of inquiries on this subject have come to us during the past several weeks, so that the following, which we cull from a recent issue of *The Camera*, seems pertinent just at this time. File it away if you don't need it now, it may come in handy at a later date.

Select fabric of a white color, unless you are assured the color is fast. If the silk or linen has much dressing, a preliminary washing in tepid water is required.

A solution of albumen is first prepared. Take white of one egg, 5 ounces of distilled water, and 20 grains of ammonium chloride. Beat up to a stiff froth and let it subside, then filter through coarse muslin. Pour this solution in a clean porcelain tray and float the smoothed-out fabric on it, marking the side which is to receive the sensitizer. It is best to make the mark in one corner.

Let the silk lie in the sensitizer five minutes. Dry by suspension. If the picture is intended to occupy only a corner or merely the center of the cloth, you need only albuminize that part.

Sensitizer:

Distilled water 1 ounce
Silver nitrate 40 grains

Float the dry, smooth silk on this for 5 minutes and dry in the dark. Be very careful not to let the silver solution extend outside the limits or to get on the back of the fabric.

Use an ordinary printing frame. Print much deeper than you would on P. O. P. You can support the silk on a flexible piece of pasteboard. Use a mask on the negative to keep out the edges from printing in. You can vignette, if desired. Tone in any regular gold bath, and fix in hypo as you do a print. When fixed, you may wash in strong suds and iron with an ordinary flatiron, but place a moist sheet of linen over the silk before applying the hot iron.—*Abel's*.

♦ ♦ ♦

ETCHINE

(Reg. U. S. Pat. Office)

A Single-Solution Sensitizer for Paper, Postal Cards, Wood, Silk, Etc.

Etchine is absolutely unequaled as a sensitizer for paper, postal cards, silks and other fabrics, for a single application with a bristle brush or tuft of cotton is all that is required for complete sensitizing.

Etchine prints are toned in any of the toning baths that are used with ordinary printing-out-papers, either gold, platinum or combined toning and fixing solution.

Complete instructions for use accompany each bottle.

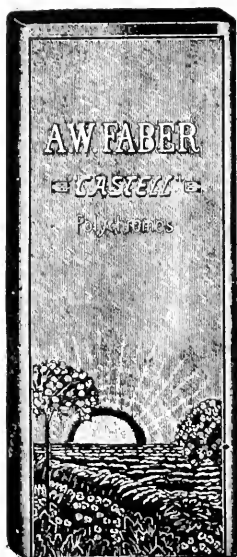
2-ounce bottle\$0.60

♦ ♦ ♦

BARRE LENS BOARD COUPLER

Consists of a threaded piece of tubing which is placed through the lens board. A flange fits snugly on each side of the board making it light tight. With this device you can change lens boards without disturbing the shutter or tubing.

Price 50c



A. W. FABER

POLYCHROMOS PENCILS

in 62 colors
are the latest product in Light Proof colors,
as permanent as possible

They agree in tint with the existing water colors.
The polish of the pencil denotes
the color of the chalk.

In handy boxes of 6, 12, 18, 24, 36,
48 or 60 pencils assorted.

A. W. FABER
Manufacturers of Castell Retouching Pencils
and Polychromos Pencils

Sensitized Photographic Products
FOR PERFECT PICTURES

NOW READY

Our New Combination

Price List and Catalog

of

Geveart Products

PAPERS ✦ PLATES ✦ FILMS

A Special Product for Every Specific Need
Write today for a copy ✦ Dept. 8

The Gevaert Company

423 West 55th Street



of America, Inc.

New York City

Chicago Office:
413-21 North State Street

Portland, Ore., Office:
345 Salmon Street

Dealers in principal cities of the United States

AVOID LOST MOTION

HAMMER PLATES

with shortest exposure and least effort produce negatives of highest quality. Permanence, brilliancy and reliability are their chief characteristics.

COATED ON EXTRA SELECTED, CLEAR,
TRANSPARENT PHOTO GLASS.

*Hammer's Booklet, 10th edition,
sent on request.*



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

New York Depot, 159 W. 22nd Street, New York City

THE FIRST AUTOCHROMS FROM THE OCEAN BOTTOM

The January issue of the *National Geographic Magazine* contains some very interesting and unusual pictures of fish. Of special interest are the reproduction of eight Autochrom pictures, the first ever made of this nature.

Dr. W. H. Longley, noted ichthyologist of Goucher College, made the pictures, assisted by Mr. Chas. Martin of the photographic staff of the National Geographic Society. The scene is off the Dry Tortugas, 70 miles west of Key West, Florida, where many types of fish abound.

A camera of the reflecting type was used, fitted with a special mirror to permit a horizontal view of the ground glass. The camera itself was placed in a waterproof box with a plate glass window before the lens.

Autochrom plates require more exposure than ordinary plates, and to overcome this handicap it was planned to hypersensitize them. Due to heat and dampness, it was necessary to do this at 5 in the morning.

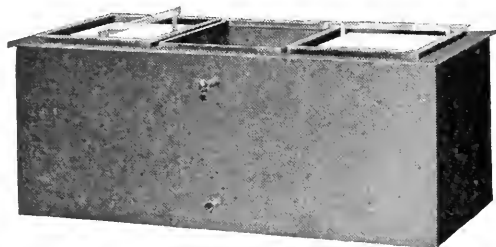
The Gulf of Mexico is very clear at this point and it was hoped that the sunlight would penetrate the water sufficiently to permit the hypersensitized plates to record the instantaneous exposures required, but a few tests showed this to be impossible as the 15 or more feet of water absorbed most of the light.

A very clever raft was devised, equipped with a large overhead reflector. The raft could be moved about by men in a boat, who also supplied air for the submerged photographers. The pictures mentioned were made on regular color plates, without hypersensitization, illumination chiefly provided by the ignition of a pound of

(Continued on Page 15)

STERLING ENAMELED OUTFITS—"The System of Quality"

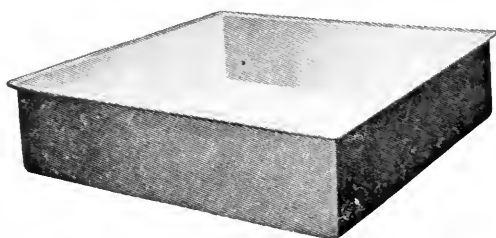
Commercial Outfits in Two Sizes



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7 Hangers only. Compact and convenient.

WHITE ENAMEL FIXING BATHS



For all sizes of prints. Extra large depth. Saves time and labor. Economizes solutions.

STOCK SIZES:

10x12x5" 12x16x5" 16x20x6" 18x22x5"
18x24x6" 20x24x6" 20x30x6"

AMATEUR FINISHING OUTFITS

For Roll Film
and Circuit
Work

Economy
in

INITIAL COST,
UPKEEP,
SERVICE

SAVES YOUR
TIME,
LABOR AND
SOLUTIONS

Water-jacket. One developing tank and one fixing tank. Middle space for washing and rinsing. Circulating water for temperature



regulation. Made in two sizes. 5x12x2" tanks hold 10 gallons. 8x12x4" hold 17 gallons. Either blue or white tanks.

STERLING MANUFACTURING CO.

"Pioneer Tank Builders"

Beaver Falls, Pa.

AT YOUR SERVICE

ANTHONY A. ANDRE



It's a ten to one shot that your order to Hirsch & Kaye will pass, at one stage or another, through the hands of Anthony Andre, superintendent of stock on the fourth and fifth floors.

Big tasks in Anthony's hands are well done. It is common talk that the "stickers"—the unusual things, wind up at his desk; and yet, ten years of "rushing this" and "stepping on that" have failed to jar him loose from an inherent good humor.

If at any time your inclinations should carry you into the field of his activities, he will be easily recognized by his rotund appearance and marked resemblance to Cupid, without the bow and arrow.

Early in life he displayed a decided mechanical trend and it is intimated that Grandfathers Clock and The Graphophone suffered as a consequence. Today he owns a machine shop adjoining his home that is a model of completeness and efficiency. Here he whiles away his vacation and spare time to the symphony of the lathe and the chuck.

His out-of-doors diversions are football and tennis, and in connection with the latter, it might be said he wields a mean racket. And along with talents, we also mention that he sings; in fact, the only difference we can find between him and John McCormack is that John gets paid for it.

Some day Andre hopes to travel and see for himself what the rest of the world looks like, but right now—well, lunch hours are too short and Sunday is a day of rest.

Anthony's friends are legion and yet through the years he has been par-

(Continued on Page 15)

ANTHONY ANDRE

(Continued from Page 14)

tial to his one best pal—his mother, whose interests and delights are his own.

There may be those in our institution who are more loyal; there may be those who try harder to please—we say there may be—but we haven't found them.

AUTOCHROMS

(Continued from Page 13)

magnesium powder on the raft. The flash was ignited by the submerged photographer the moment he saw what he wanted on the ground glass.

In addition to the color pictures, the expedition brought back many very unusual pictures of odd fish, some of which pile up pieces of rock or coral to build their nests. Thirteen black and white pictures and extremely interesting reading matter complete the article.

FREE SIGNS

Through the courtesy of the Hammer Dry Plate Company we are able to distribute a limited number of attractive window signs. They measure 4 x 9 inches, artistically done in maroon and gold, and bear the timely slogan, "Somebody, somewhere wants your photograph." Sent free on request to the extent of our supply.

The Salesman Who Always Makes a "Concession" Makes a "Confession" His Goods Won't Sell

VALUE vs. PRICE

Don't try to buy a thing too cheap
From those with things to sell—
Because the goods you'll have to keep,
And time will always tell.

The price you paid you'll soon forget,
The goods you get will stay;
The price you will not long regret—
The quality, you may.

They ought to cut this "price" word
out
Of dictionaries red,
Make "value" what men talk about,
Not just the price instead.

In food or metal, cloth or woods,
Remember this advice:
Don't let the price control the goods,
But goods control the price.

SEND IN YOUR ORDERS NOW

American Annuals are in; British Journals, Photograms of the Year and Penrose Annuals will soon be ready for distribution. We are taking orders now for delivery as soon as the books arrive. These Annuals are valuable helps to the photographer and copies should be in use in every studio.

American Annual—1927

Paper Cover.....\$1.50
Cloth Cover..... 2.25

British Journal—1927

Paper Cover.....\$1.00
Cloth Cover..... 1.50

Photograms of the Year 1926

Paper Cover.....\$2.25
Cloth Cover..... 3.25

Penrose Annual for 1927

Cloth Cover Only.....\$3.50

It is MORE than *just* a Mounter



The VENDOME

It is splendid advertising to have your portraits displayed in the homes of your customers. A portrait put away in the drawer is soon forgotten and a good publicity opportunity lost.

This is one of the reasons why the VENDOME will appeal to you, for it immediately suggests itself as an easel to be *set up* on table or desk—not to be folded up and forgotten.

In Greystone and Browntone.

Sizes.....	4x6	4 $\frac{3}{8}$ x6 $\frac{3}{8}$	6x8	7x9 $\frac{3}{8}$
Price per 100.....	\$12.00	\$14.50	\$19.00	\$22.00

Do not delay becoming acquainted with this practical, artistic mounter. It is not only a suitable mounter for your portraits, but will also prove one of your best advertising mediums, for it will be displayed in the homes of your customers and prospective customers.

Sample of both colors for fifteen cents

SAMPLE OFFER FW-8

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

CHICAGO

::

ILLINOIS

The Leading Card Novelty House of America

· SEEN IN THE GROUND GLASS ·

The City Photo Company, Honolulu, have had their studio completely remodeled. The latest ideas found in the big studios on the mainland, as well as suggestions offered by Eastman Kodak Company were utilized.

Their advertisement, a half page in the daily papers, shows a charming camera room, and the wording of the notice will help to sell photography in all its branches to the Hawaiian public.

One item that catches our attention is a cordial invitation to visit the studio and see the printers, dryers, etc., in actual use. This is publicity (see article on Publicity in December FOCUS).

Miss D. H. Hortop, for the past two years associated with Mr. C. E. Shaw, will in the future conduct the studio located in Capwell's Department Store in Oakland. Miss Hortop thoroughly understands the profession, having formerly been with Boyé and Hartsook studios. Her many friends wish her that success she so well deserves.

Mr. C. E. Shaw opened a studio in Berkeley, at 2643 College Avenue. He is well known, having been in business there before. His success is assured.

A short time ago the postman brought to the office a large package of unusual proportion—too small to be a roll of blankets and too large to be a roll of bromide paper. On opening it, we found the Midwinter Resource Edition of the *Arizona Republican*. It is the largest special edition of any paper we have ever seen, and we are indebted to Kunselman Studio,

Phoenix, Arizona, for their thoughtfulness in sending it to us.

In addition to Kunselman, we frequently see the names of Buchman, Ridsen, and many others of our friends in that State, attached to the good pictures so generously used.

The recent production of "The Miracle" in San Francisco attracted many photographers to the city. Among those who came were Mr. and Mrs. Henry Sackrider, Marysville; Mr. and Mrs. Tom Shoob of Turlock, and Mr. and Mrs. Du Pertius of Merced.

The Red Star liner "Belgenland" touched at San Francisco on January 1st on the first leg of a round-the-world cruise. Among the passengers were Mr. and Mrs. W. G. Stuber of Rochester, N. Y. Mr. Stuber is President of the Eastman Kodak Co.

R. E. Stinson, formerly of Klamath Falls, Oregon, has purchased the studio of Norman Cooke, 633 Clement Street, San Francisco. He will receive the able assistance of Mrs. Stinson in his new location.

P. S. Daniels, who tells us he runs the "Hard Graft" studio in Modesto, called to discuss plans for his new location.

The many friends of Frank Bassett will be sorry to hear of the serious accident that has befallen him. Standing inside a so-called "Safety Zone" on Market Street, he was struck by an auto and suffered a broken nose and broken hips. His condition is serious. His assailant ran away, but was later caught. Same story, the man had no insurance. Our best wishes, Frank!

Mallinckrodt


Photographic Chemicals

—the same outstanding chemicals
they have been for more than
50 years.

*Mallinckrodt*

Photo Alum

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"	"	Hydroquinone
"	"	Pictol
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"	"	Sodium Carbonate
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St. Louis · Montreal · Philadelphia · New York



“JERRY’S” CORNER

By HIMSELF

It sure keeps me busy getting stuff for my page. If I copy something, the editor tells me I have no imagination and if I think up something he tells me it's the bunk. I think I've got more friends than he has because everybody hands me ideas.

‘ ‘ ‘

Mr. Siller handed me this one:

Two boys were talking about things in general and one asked the other, “Do you believe in a devil?”

“Naw,” said the other, “it’s like Santa Claus, it’s your old man.”

‘ ‘ ‘

Here’s one from Wolff that you can tell anybody: Two Scotchmen were talking when one said, “I hope the price of gasoline comes down.” The other one got real interested and said, “Going to buy a car?”

“No,” was the answer, “but I’m going to get a gift of a cigar lighter.”

‘ ‘ ‘

Here’s one from Mr. Peterson: There never were photographs made but what someone else could make them worse—and sell them for less.

‘ ‘ ‘

The secret of the Wandering Jew is out at last—he was looking for a place to park.

‘ ‘ ‘

Talk about advertising—I guess Samson knew how to use it, because he used two (2) columns and pulled down the house.

‘ ‘ ‘

Next will be a song, “I Left My Lita Grey Home in the West.” It’s from the gold rush, not the circus.

My dad found a piece of paper in my room. It was in my writing and said, “Puff, puff, out, out, puff, puff.” He said, “Jerry, is this a lesson in smoking?” I said, “No, dad, it’s ‘America’ on my mouth organ.”

‘ ‘ ‘

Mr. Bogue asked me to get the best scrap book I could find, so I bought him a history of the Irish Republic.

‘ ‘ ‘

Henry Ford deserves a place among the great evangelists of the world—he has shaken hell out of more people than any man living!

‘ ‘ ‘

There was an old man from Dorham: He bought a pair of pants and he wore ‘em,

He stooped and he laughed,

For he felt quite a draft

And he knew right away where he’d tore ‘em.

‘ ‘ ‘

I dreamt I was eating a lot of shredded wheat biscuits and when I awoke, half the mattress was gone.

‘ ‘ ‘

Some people talk through their hats, but Hirsch & Kaye talk to their city customers through their Derby.

‘ ‘ ‘

Dear Jerry—I am in love with a homely girl, but she doesn’t seem to care for me, while a pretty girl with lots of money wants to marry me. What shall I do?

Marry the one you love and send me the name and address of the other one.

JERRY.

PROFESSIONAL CYKO

is the safe choice for best results. The full possibilities of the negative can seldom be known until a print is made on Cyko.

Cyko asks but one favor—a trial. On that basis the sale has increased at the rate of 50 per cent a year.

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ANSCO PHOTOPRODUCTS, Inc.

BINGHAMTON, N. Y.

· LISTED AT THE SERVICE DESK ·

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

This month we list several studios never listed before. In Umatilla County, Oregon, there is a ground floor studio, equipped for daylight or flashlight illumination. Rent very low. Equipped for all branches, including circuit pictures. The purchase price is less than cost of equipment. Box 2097 THE FOCUS.

Also consider this location in northern San Joaquin Valley. Combined studio and art store causes owner of both to sell the studio. Well known in the community, and the buyer of this studio will enjoy the benefit of the present owner's presence nearby. Box 2109 THE FOCUS.

Here's another first-timer. Located in heart of Oakland, in busiest section. One of the oldest studios in the city. Both daylight and artificial light available. Cameras and other equipment are all you could desire. Box 2098 THE FOCUS.

Buy this finishing plant now, before the season opens, because then the price will go up, or it may be sold. Located in county seat, not far from San Francisco. Reasonable rent takes care of work rooms and living quarters. Box 1006 THE FOCUS.

Have you an unusual problem, pertaining to advertising, prices, equipment, arrangement, or anything pertaining to your studio? The Service Desk cheerfully offers its services to you.

Do you need a good operator, printer, retoucher or a receptionist? There are many now listed, some of them well known to us. Tell us of your needs and we will put you in touch with all the help you may need.

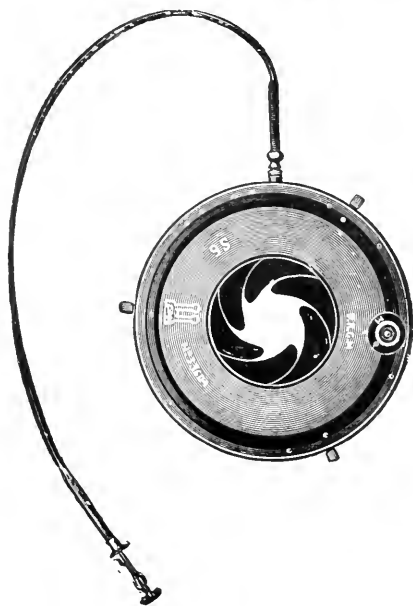
For \$800.00 you can buy a modern studio in the Sacramento Valley in a prosperous community. Only half of the purchase price made by cash payment. Poor health causes the owner to reluctantly part with this studio. Box 2078 THE FOCUS.

Plan to go East? We know of a few studios in the Eastern States. Write to us for details.

The finest studio we know of in Arizona and vicinity has been offered for sale. Sufficient equipment is included to handle any branch of the work and were it not for other interests you could not persuade the present owner to part with it. For a real opportunity in a community where life is worth while, inquire Box 2081 THE FOCUS.

If you are looking for an opportunity to invest with an established business in southern California, please write Box 2091, care of THE FOCUS for further particulars.

See this LUC SHUTTER— IT'S THE KIND YOU WANT



Here is an entirely new reliable "in front of the lens shutter." It is the latest development in before the lens shutters and is suitable for both time and instantaneous exposures.

The principle and mechanism are the same as employed by the best between the lens shutters and give the operator the same convenience and accuracy combined with its ready use.

This shutter will soon pay for itself in savings of time and money by making correct exposures.

This shutter is attached to the front of the lens by three positive set screws. It is the only successful quiet shutter that can be attached quickly. It will make instantaneous exposures which are regulated by varying the pressure of the release. Instantaneous exposures can be made up to 1/80th of a second.

Time exposures are quickly made by setting time button. Bulb exposures can also be made.

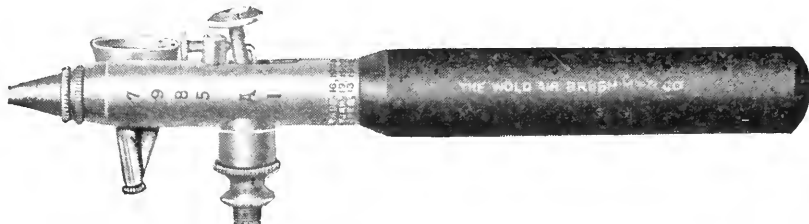
PRICES WITH RELEASE

Small size—diameter 1 3/4"	\$ 5.75
Medium size—diameter 2"	6.75
Large size—diameter 3 5/8"	11.50

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"The Year's Photography" is a comparatively new photographic Year Book of about 100 pages and approximately 85 illustrations. It contains some extremely interesting articles by prominent photographic writers, and is published in paper covers, only, to sell for 75c. The postage is 10c additional. The American edition is limited practically to advance orders, and we anticipate, therefore, that it will be sold out quickly.

ANNOUNCING EASTMAN NEWS BROMIDE

Eastman News Bromide is a single weight enlarging paper, manufactured to suit the special requirements of news photography and work of similar nature. This paper is physically hardened so that it can be dried in a belt drier.

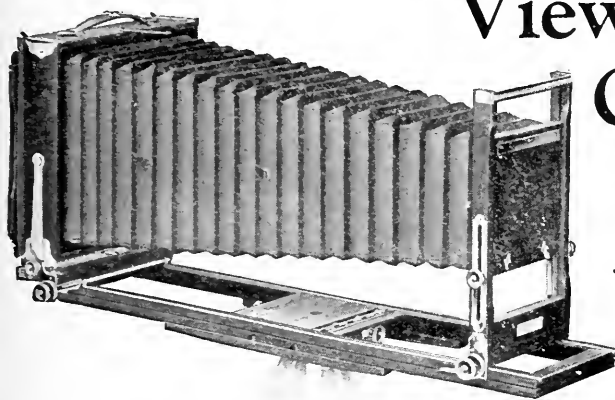
Eastman News Bromide—Single Weight

Glossy—Normal and Contrast, at the same price as P.M.C. Single Weight.

KORONA

View

Camera



7x11 \$49.50
8x10 Back. . . . \$12.00
Bellows ext. 34"
Lens Board 6"x6"

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Fine Cameras,
Lenses and Apparatus*

ONE of the best "buys" ever offered in a camera of KORONA quality is the 7x11 KORONA View.

The 7x11 has a number of useful special features peculiar to this size, including a lateral front adjustment.

The "long-ish" proportions of the 7x11 KORONA View are ideal for many commercial subjects—and when fitted with an 8x10 back, it becomes two extremely useful cameras at slightly more than the price of one.

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In preparation for the 1927 line of window display material for the finisher, we offer a very attractive discount on such stock of the 1926 line as may be on hand.

Nearly everyone is familiar with the Lane Bros. line of window sets, signs and streamers, as would be indicated by the orders filled last year. At prices very much less than you could have similar display material made by your show card man, we offer window backgrounds, side pieces, show cards, muslin signs and window streamers.

Put them in your window now, or buy them now for use a few months from now. In either case you'll make money.

If you have no catalog, we will gladly send you one, but be sure to order at once.

The cause of civil liberty must not be surrendered at the end of one or even one hundred defeats. . . . If there is anything that it is the duty of the whole people never to intrust to any hands but their own, that thing is the preservation and perpetuity of their own liberties and institutions. . . . I fear you do not fully comprehend the danger of abridging the liberties of the people. A government had better go to the very extreme of toleration than do aught that could be construed into an interference with or to jeopardize in any degree the common rights of the citizen.

—Abraham Lincoln.

SPLENDID LIKENESS

Photographer—"Here's your son's portrait."

Customer—"It looks like him."

Photographer—"He said that you promised to pay for it."

Customer—"It sounds like him."

THE BARGAIN COUNTER

The Rockford

Glossy
Print

Dryer

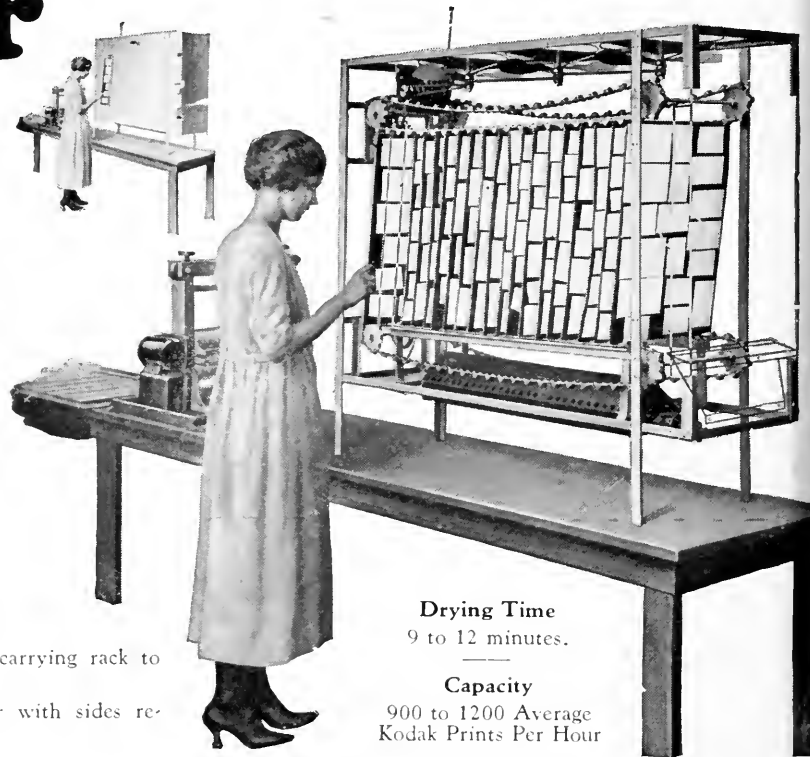
For single weight prints only.
 The ideal equipment for the professional finisher.

The Rockford Glossy Print Dryer is designed to give you glossy prints as quickly and as conveniently as matte prints through a belt dryer.

Taking the tins one at a time as they come through the squeegee it will, in a normal batch of 15 tins, give you your first tin dry and ready to peel by the time the operator has finished loading the last tin—MAKING IT A CONTINUOUS DRYER FOR GLOSSY PRINTS.

This is a wonderful advantage over any other type of drying cabinet because it eliminates that loss of time wasted while waiting for an entire batch to accumulate before the drying process is started and cuts the time and labor of placing tins in a rack, carrying rack to a drying cabinet and back again.

Large illustration shows the Dryer with sides removed to show construction.



Drying Time
9 to 12 minutes.

Capacity
900 to 1200 Average
Kodak Prints Per Hour

Regular price (gas heated), \$160.00—Special price \$75.00

Terms if desired

To equalize our stock of Photo Mailers, we offer a special discount ON CERTAIN SIZES on which we are overstocked.

1400	No. 123	Photo Mailers	4 1/2 x 7list	\$ 3.75	per hundred
950	No. 234	"	5 1/2 x 11 1/4"	4.20	" "
950	No. 240	"	6 1/2 x 13 1/4"	5.50	" "
1300	No. 246	"	7 1/2 x 15 1/4"	6.65	" "
1275	No. 162	"	13 1/4 x 17 1/2"	10.40	" "
1875	No. 160	"	12 x 18"	10.00	" "
350	No. 157	"	12 1/4 x 16 1/4"	9.60	" "
300	No. 154	"	12 1/2 x 14 1/2"	8.75	" "

Discount on THESE SIZES ONLY:

1000 Assorted	50% from list
500	40% " "
Less than 500	33-1/3% " "

Order TODAY

THE BARGAIN COUNTER, CONTINUED

USED LENSES—LIKE NEW

5 x 7

Entry	Description	Focus	Speed	Regular Price	Bargain Price
2	Tessar II B.....	7 $\frac{1}{16}$ inch	F6.3	\$ 42.00	\$ 28.00
3	Cook Anas Series IV.....	8 "	F5.6	85.75	54.50
4	Heliar	9 $\frac{1}{2}$ "	F4.5	90.00	63.00
1	Velos Series III Betax Wide Angle	4.3 "	F9.5	43.50	35.00
14	Verito Studio	8 $\frac{3}{4}$ "	F4	53.00	42.00
16	Verito Betax	8 $\frac{3}{4}$ "	F4	53.00	42.00
7	Vitax Studio	10 "	F3.8	110.00	88.00

6 $\frac{1}{2}$ x 8 $\frac{1}{2}$

1	Aldis	11 $\frac{1}{2}$ "	F4.5	150.00	90.00
2	Aldis	11 $\frac{1}{2}$ "	F4.5	150.00	90.00
4	Protar Wide Angle Series V....	5 $\frac{9}{16}$ "	F8	31.00	25.00
3	Barré Landscape	10 $\frac{1}{2}$ "	F8	28.50	19.00
4	Barré Portrait	11 $\frac{1}{2}$ "	F5	49.50	27.50
2	Barré Wide Angle.....	6 $\frac{1}{2}$ "	F16	18.50	9.00
6	Verito Studio	11 $\frac{1}{2}$ "	F4	65.00	43.00
7	Velos Series II.....	9 $\frac{1}{2}$ "	F4.5	109.00	79.00
1	Vitax	13 $\frac{1}{2}$ "	F3.8	135.00	90.00

8 x 10

4	Cook Portrait Series II.....	13 "	F4.5	180.00	144.00
2	Cook Portrait Series II.....	14 $\frac{1}{2}$ "	F4.5	252.00	176.00
5	Cook Anas Series IV.....	10 $\frac{1}{2}$ "	F6	131.25	78.00
2	Velos Series III Wide Angle....	6 $\frac{1}{4}$ "	F9.5	65.00	52.00
8	Verito Studio	14 $\frac{1}{2}$ "	F4	90.00	77.00
4	Vitax	16 "	F3.8	185.00	138.00
5	Vitax	16 "	F3.8	185.00	148.00

6 x 9 Manila Envelopes. Open end. Only a few thousand left. Bargain price, \$2.15 per thousand.

/ / /

18 Negative Racks. Capacity, 25 plates up to 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$. You can't afford to get along without them at this price. Bargain price, 15c each.

/ / /

No. 273-27 OS—Five No. 2 5 x 7 Portrait Film Developing Hangers. Bargain price, 75c for the lot.

No. 272-27 OS — Twelve No. 2 4 $\frac{1}{4}$ x 6 $\frac{1}{2}$ Portrait Film Developing Hangers. Bargain price, \$1.20 for the lot.

/ / /

No. 293-29 — Two Blue Sterling Tanks, 10-gallon capacity. Shopworn only. Bargain price, \$8.00 each.

/ / /

No. 237-25—Roll Film Cabinet, 9 inches deep, 20 inches high, 48 inches long. Has 25 compartments. Light oak finish. Bargain price, \$3.75.

THE BARGAIN COUNTER, CONTINUED

To equalize our stock we offer a special price on **Dixon Retouching Pencils** in grades 2H and HB. We offer, for a limited time, 2 of each grade, or a lot of 6 for **45 cents**.

No. 157-16—8 x 10 Ansco Universal View Camera and Carrying Case. Like new. Bargain price, **\$49.50**.

No. 238-25 — Plate Glass Show Case. Size 2 x 3 x 6 feet. Has three sliding doors, two shelves. Case stands 42 inches from floor. Bargain price on request.

No. 240-25—Fumed Oak Table. Length 36 inches, width 22 inches, height 28 inches. Plate glass top, 35 inches long, 18 inches wide. Bargain price, **\$4.75**.

No. 245-25 — Pedestal. Bargain price, **\$2.00**.

No. 259-26 OS — One 11 x 14 Printing Frame with glass. Bargain price, **\$1.45**.

No. 260-26 OS—One 14 x 17 Printing Frame. Bargain price, **\$1.55**.

No. 261-26 OS—One 16 x 20 Printing Frame. Bargain price, **\$1.85**.

No. 252-26 OS—Marsh Mitre Box with Saw. Bargain price, **\$7.50**.

No. 291-29 OS—Halldorson HP No. 2 Flash Bag. Bargain price, **\$15**.

No. 202-21—5 x 7 EK Enlarging Outfit. List, \$150.00. Bargain price, **\$60.00**.

No. 186-19 — Eastman Compact Stand. Bargain price, **\$15.00**.

No. 224-23—One 18 x 22 Printing Frame, no glass. Bargain price, **\$2.25**.

No. 199-20 — New Silent Studio Shutter, 4½-inch opening on 9 x 8 lensboard. Bargain price, **\$2.50**.

No. 201-21 — No. 2 EK Portrait Diffusion Disk and Holder. Shopworn. Bargain price, **\$7.50**.

No. 227-24—Wood Posing Chair. Bargain price, **\$2.50**.

No. 228-24—Roman Posing Chair. Dark fumed oak. Bargain price, **\$3.25**.

No. 229-24—National Cash Register. List price, \$325.00. Bargain price, **\$150.00**.

No. 230-24—Small Oak Table, 19-inch round top. Bargain price, **\$2.25**.

No. 231-24 — Popular Trimming Board. 15-inch blade. Bargain price, **\$3.50**.

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Tone vigor and richness, simplicity and uniformity—these are marks of merit in which Artura Iris excels and which have earned the prestige conceded to no other medium for portraiture in photography.

These qualities are even more in evidence in the Iris of today than in that of a generation ago.

Iris
is the standard by which portrait
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THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

MARCH, 1927

Number 3



President Roy Williams, broadcasting the annual jinks of the East Bay Commercial Photographers' Club, February 15, 1927, over Station FOTO (50,000 watts).

(See page 9)

Published by **HIRSCH & KAYE**

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THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

MARCH, 1927

Number 3

IN THE PROFESSION



LONG BEACH

It's nothing unusual for people to arrive in Long Beach. Neither is it unusual for them to arrive with depleted funds. A few years

ago among the arrivals was a young man with blonde hair and an ambition to sell real estate. His total assets at that time were \$1.25.

Strange to say, real estate in this southern California city was not in demand. At least his efforts were far from successful, and he borrowed \$50 on which to make a first payment on a used photographic outfit.

With no professional experience, he started on a professional career. His first month's business was \$128.00. That was in November, 1923. January, 1927, showed \$1500.00 in business and the original garage dark room has expanded to the entire 8th floor of the Kress Building, Long Beach.

Perhaps by this time you have guessed that we are writing about L. J. Inman of the Inman Company, Long Beach. L. J. Inman is a graduate of the Purdue University in Electrical Engineering. Soon after his graduation in 1916, he entered the War and did his part to make the world safe for democracy in the humble but important capacity of "buck"

private. He was discharged later as Lieutenant of Infantry, in spite of which he has many friends.

He is married and glad of it.

A few years ago he entered a nation-wide contest to submit the picture with the best sales argument to increase the sale of rubber heels made by the Seiberling Rubber Company. He won the first prize of \$200, and we predict that on similar contests he will again be a winner.

PHOTOGRAPHS *Live Forever*

Year round volume is worth working for. Shamrock has its day, to be sure, but there's always a market for spinach

PHOTOGRAPHS *Tell the Story*

Art is the expression of man's joy in his work.

1 1 1

HONOR IN BUSINESS

There is an honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of everyone. His friendships are serene and secure.

—Longfellow.

"THE PHOTO MINIATURE"

Each number of *The Photo Miniature* is a complete number in itself. The magazine is just as useful several months after publication as it is the day it is issued. The out-of-print numbers are very much in demand and the publishers list these at 50c per copy or more. We maintain the original published price of 40c, at which we offer any copies of *The Photo Miniature* that may be in stock. We honestly believe this monthly magazine of photographic information is one of the most useful things existing of this sort.

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| 52. Aerial Photography | 158. Photographic Apparatus—Made at Home |
| 60. Who Discovered Photography | 159. Success With the Hand Camera |
| 96. Leaves From An Amateur's Notebook | 160. Landscape Photography |
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| 131. Simplified Photography | 174. Home and Garden Portraiture |
| 132. Getting Results With Your Hand Camera | 175. Stereoscopic Photography |
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| | 198. High Speed Photography |

PRICE 40 CENTS EACH

Special Offer This Month Only — 3 FOR ONE DOLLAR

THE IMPORTANCE OF CREDIT

The business man who finds himself unable to collect an account, after he has taken the precaution to ascertain whether or not the prospective customer is entitled to credit, has at least the satisfaction of knowing that he did his best to avoid such loss. But the business man who extends credit courtesy blindly does not deserve much sympathy: he simply courted such a disappointing experience.

In the business world there are local and national institutions, such as Dun, Bradstreet, etc., publishing credit guide books to which a business man can refer, but a photographer has no such books at his elbow to assist him.

In larger cities where a photographer does not know a large majority of his patrons, this question of credits finds its simple solution in cash business, i.e., a cash deposit paid down when the sitting is made and the balance when delivery is made. The patrons expect this and a photographer who neglects to transact business on a cash basis is simply inviting trouble.

In a small community, however, where a photographer knows almost all his patrons personally and is familiar with their financial resources, the question of giving credit is not so easily solved. In fact, it is a proposition which requires tact and caution, just because personal acquaintance and not financial responsibility may be considered by some patrons as a basis for credit courtesy.

If photographers in these smaller communities analyze their past experience they will find that liberality in granting credits to patrons of doubtful ability to pay often resulted not only in the loss of the money in question, but the frequent efforts to enforce collections made more or less bad blood. Such accounts are generally too small to take to the courts for collection.

Hence a photographer who is not very certain that an account will be paid, should discourage granting credits unless a sufficient amount is paid down as a deposit to cover cost of materials, labor, expense and some profit.

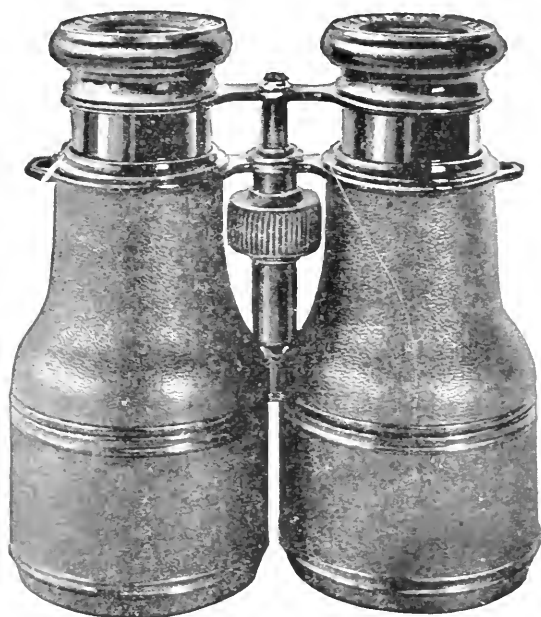
There is another reason for this. When a patron has paid a certain amount of money as a deposit, thereby reducing the amount; obtain an increase in the order or an order for an enlargement later on, because the additional charge for such work does not impress the customer as much as if he still had to pay the full amount.

A man who would succeed in business must manage to collect the money for what he sells. A profit is not assured until the cash has been paid, and a photographer who is lax in his ideas of credits can do a large business and still "go broke" if he does not receive payment for what he produces. It is not the volume of business alone that produces results, and getting a large proportion of a large volume of business on the books does not by any means mean that this large share will be paid in full. Too many business men have lived to see the error of their credit ways, but they usually see these errors too late.

Experience has taught that credit must be judged on merits, just like everything else. A photographer need not adopt an elaborate credit system, nor should he ask a customer who wants credit to fill out blanks giving references, etc. But he should ask such an applicant a few simple questions that have a bearing on his ability to pay the bill. Just let a photographer who wants enlightenment on credits go to a bank where he is not known beyond a casual acquaintance and ask for a loan of say \$15.00. He will hear a few questions that will affect his credit ideas very materially.

When a photographer has delivered pictures on credit and finds that he cannot collect, the experience should be a lesson applied to future similar cases. His own labor is lost, the cost of materials is lost, and, of course, the anticipated profit is also lost. If he does not keep any books worth mentioning, he has no distinct idea of the aggregate of such losses in the course of years.

(Continued on page 7)



These Field Glasses are made by one of the most famous of French optical factories. Finest achromatic lenses, carefully ground and polished. The body is strong and durable, with adjustable sun shades. Just the thing for hunting, touring and sports. Case and shoulder strap included. This is an unusual bargain.

Price, \$9.75

ALBO

gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
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\$3.00 for 5 Lb. Can

Full directions enclosed

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Distributed by

HIRSCH & KAYE

EASY MONEY

This title is misleading, but true. It has nothing to do with oil stock, cards or a shell game. It's a true story told to our Mr. Bush.

T. J. Nelson, Santa Rosa, has a Duplex Jr. Twin Arc Lamp and that causes the story. During Christmas week Mr. Nelson was asked to take a picture of a large wreath over the fireplace in the home of a very wealthy resident of Santa Rosa. The wreath is an annual event in the family, and this year a picture was desired.

Mr. Nelson arrived on the scene, set up his camera, plugged in his Duplex Jr. Lamp, and proceeded to make his negative. The family, in expectation of the "flash," sat with tense faces. After a few moments, he dismantled his camera and lamp and started to leave, to the surprise of the people who were still expecting a "flash."

Then followed questions and answers and when the family found that the pictures had been made and similar pictures could be made without noise or smoke, Mr. Nelson was asked to make a series of pictures of each one of the 16 rooms in the house.

Easy money? Surely in this case the expression is justified, because the profit on the order was enough to pay for two lamps.

HOW ARE YOU FIXED FOR LAMPS?



CREDIT (Continued from page 5)

The financial strength of any business depends on the capital invested, the success in converting the business operations into cash and the profitableness of these operations. This applies to the photographer, and nothing has more to do with his financial strength than the manner in which he conserves the cash resources derived from his business operations, and the

basis of that is the success with which he collects for the output of his studio. This should be thoroughly understood.

A photographer who through proper ideas on credits can manage to keep his cash resources up to requirements, occupies a much better position in a community than one who is constantly hard up. The effect of "money talks" is discernible in more ways than one.—*Studio Light*.

THE NEW INGENTO PHOTO MAILER

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

Made in the Following Popular Sizes

		Size
No. 2.....	5 1/2 x	7 3/8
No. 3.....	6 3/4 x	8 1/4
No. 4.....	7 1/2 x	9 1/2
*No. 5.....	8 3/4 x	10 1/2
*No. 6.....	10 1/4 x	12 3/8
*No. 7.....	12 1/4 x	14 1/2
*No. 8.....	10 1/2 x	15
No. 9.....	6 1/4 x	9 1/4
*No. 10.....	7 1/2 x	11 5/8
*No. 11.....	8 3/8 x	12 1/2
*No. 12.....	13 x	17 1/2
No. 14.....	16 x	20 1/4

Packed in cartons containing fifty.

Manufactured by **BURKE & JAMES, Chicago, Illinois**

For Sale by HIRSCH & KAYE

NEXT TIME TRY

"NEW CO"

The Preferred

FLASH POWDER

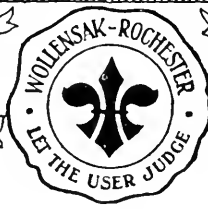
Made in the four grades:

Slow, Universal, Extra Fast, and Special Fast

2-oz. Bottle - \$1.75

FOR SALE BY

HIRSCH & KAYE - San Francisco



Convertibility in a lens *A Most Desirable Asset*



For large images, true perspective and distant views, a long focus lens serves best.

The Series I-a Velostigmat $f6.3 \cdot f7.7$, a triple convertible lens, provides two long focus single elements, as well as a doublet of moderate focus—a highly corrected anastigmat.

Detailed information upon request.



BUY AMERICAN-MADE GOODS

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

AN ENJOYABLE AFFAIR

On the evening of February 15th. the East Bay Commercial Photographers' Club entertained approximately 100 members and friends at a dinner dance at the Toyon Inn, near San Leandro.

At 8:00 P. M. President Williams, rising and speaking into the microphone (see cover) announced, "This is Station FOTO, Oakland, Calif., broadcasting its first annual dinner dance program. This is to be an evening of fun: no business whatever. This being in honor of Past Presidents, I will now turn the program over to Mr. Blumann. Editor of *Camera Craft*, otherwise known as Ed. C. Craft, as toastmaster."

Mr. Blumann spoke briefly of the inception of the East Bay Club under the guiding hand of the late Mr. Huntington, the first President, and as a token of respect for his memory a short interval of silence was requested.

Then followed the introduction of the succeeding presidents, in order, Mr. Geo. Derbfuss, Mr. Ford Samuel, Mr. Wm. Blewett, and Mr. Roy Williams, each of whom responded with a few well chosen remarks or an appropriate story.

There being other "Presidents" present, Miss Ida M. Reed, President of the Business and Professional Women's Club of San Francisco, Mr. E. J. McCullagh, President of the P. I. P. A., and Mr. Lancaster, President of the N. C. P. A., were introduced. Mr. Mose Grady, photographer from Seattle and an old friend of many present, and Mr. Gardner of the Mellis Advertising Agency of Indianapolis, were introduced and given a hearty welcome.

Telegrams from Mr. L. M. Kaye of Hirsch & Kaye and from our popular friend "Jerry," of THE FOCUS, were read, and a message of regret from Mr. A. W. Pye of the Eastman Kodak Company was tendered by Mr. Bird.

A splendid dinner was served, the courses being interspersed with dancing and entertainment. A program of toe and acrobatic dancing by Misses Barbara Ann Siller and Bernice Tishler was one of the bright numbers.

During dinner a developer well suited to the development of fun and good spirit during the evening was served in appro-

priate "Measuring Glasses," which were given as souvenirs of the evening.

AT YOUR SERVICE

BIRDIE JOSEPHINE LEVITT



Our little sketch this month has to do with a young lady who fills the important niche of cashier in our organization.

In terms often applied to the spendthrift, it might be said that money literally runs through her fingers.

By mail, by telegraph, by cable and through pneumatic cash tubes from our store, it comes to her desk in our office for proper entry and subsequent banking.

An extensive musical training, no doubt, assists her materially in detecting false notes, both musical and financial, and from this the inference is drawn that passing lead dollars on her is risky business.

Getting down to the story of the young lady herself, we learn that Birdie graduated from the Girl's High School in San Francisco with honors in her academic studies.

From the same informant comes the story that certain young lads fought it out for the right to carry her books. If true, we offer commendation of the high quality of their judgment.

She has many diversions for her hours of relaxation, and a one-arm man would run out of fingers if he attempted to count her accomplishments on one hand. On the finer points of baseball and tennis, she talks with the authority of one who knows.

We asked her in a rather blunt way if, like the most of us, she had ever cherished a secret ambition. Her dark eyes flashed for an instant in seeming indignation, and then relaxing to her normal height of five foot one and smiling a bit, she answered:

"Well, yes, being that you asked, I love to dance and some have been kind enough to say that I excel in it. Some day I may experience the thrill that comes from the spotlight and applause of an audience."

At this point a cash tube crashed into the picture and she hurried away.

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CRAYONS, PASTELS & OILS
FRAMES WHOLESALE

Largest House of this kind on Coast
Write for price list

VICTOR PORTRAIT CO.

2225 Brush Street
Oakland, Cal.

I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film.

Highest Prices Paid

P. H. KANTRO

PORTAGE, WIS.

YOU HAVE
A SILVER MINE
In Your Studio

Operate it without labor, odor, or
inconvenience, with

KAN-RITE

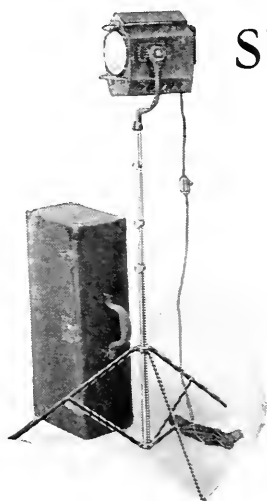
The modern Hypo precipitant, and make

1000% PROFIT

At your Supply House or

Kantro-Gunnell Refining Co.

Portage, Wis.



SUNRAY PORTABLE SPOTLITE

A powerful concentrating spotlight that can be controlled perfectly so as to give as small or as large a spot as required.

The focusing arrangement is unique in its simplicity.

The automatic control device makes it easy to tilt light at any angle to direct the spot exactly where desired.

The outfit is compact and light in weight, making it ideal for home portraiture as well as studio use.

PRICE OF PORTABLE SPOTLITE

Complete with four-section folding tripod, wiring and attachment plugs	\$35.00
400-watt clear lamp for same.....	2.75

The Case Is Extra

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

ONLY TWELVE MILLION

Who has twelve million dollars lying around loose seeking employment in a worthy cause? Here is a suggestion for the use of this sum: Buy one telescope with it and turn it over to the astronomers of the Mount Wilson Observatory. They now have the largest reflecting telescope in the world, an instrument with a mirror eight and a half feet in diameter. But they can't see far enough into the universe with it. They want to build a telescope with a convex mirror twenty-five feet in diameter, with moving parts weighing 1600 tons, an instrument costing twelve million dollars and producing a picture of the moon two feet in diameter.

Could there be a greater, more romantic adventure than the exploration of interstellar space with an instrument of this size? Through it the observer could see the dark spot made by the crowds going to a big game on the moon; Jupiter with its rings would make an image half an inch wide, and the mystery of the canals on Mars would be solved. The light sent out by infinitely distant suns five hundred millions years ago could be detected and a careful study of our own sun might reveal the process of breaking up the atom, a discovery that would give man greater power than that possessed by the gods of mythology.

If you have the twelve millions handy, write to Dr. F. G. Pease, of the Mount Wilson Observatory. He has the plans for the gigantic telescope all ready.—*Sunset Magazine*.

SHORT FOCUS

All any citizen of the United States could possibly desire is as much protection by his Government at home as he gets in Nicaragua.—*Detroit News*.

By this time Europe probably believes that the money she borrowed here was hers in the first place.—*Detroit Free Press*.

The price to be paid for the Cape Cod Canal may seem more than it is worth to us, but it must be remembered it is a great convenience to a codfish in a hurry.—*Detroit News*.

And yet we can't help sighing for the good old days when men were men and women weren't.—*Border Cities Star*, Windsor, Ontario.

Beverly Hills, California, seems to be under the impression that it is the only community in the country with a comedian in public office.—*Detroit News*.

A contemporary points out that cabbage contains the ingredients of guncotton, yet no motorist ever takes the trouble to ascertain whether his pedestrian happens to be a vegetarian.—*Punch*.

In Moscow it has come to this: "Leon Trotsky also spoke."—*Toledo Blade*.

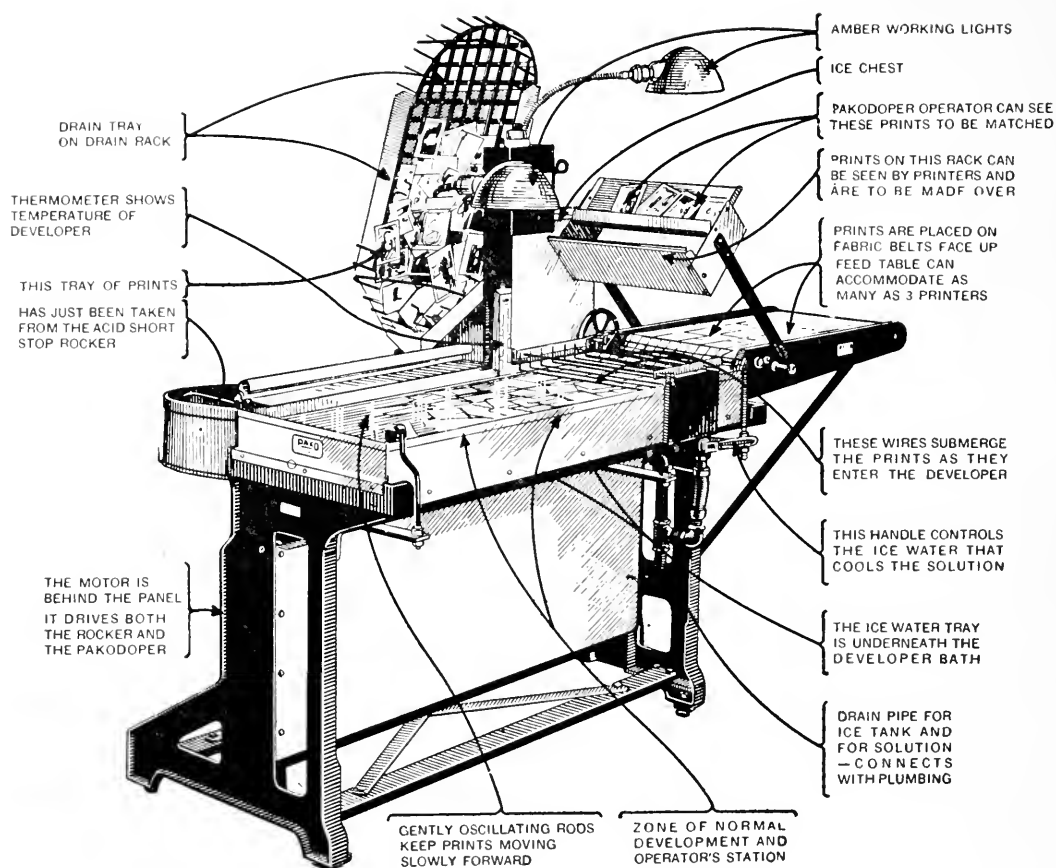
"When in Rome do as the Romans do" is no longer advice; it's a command.—*Wall Street Journal*.

ASK HIM ABOUT THIS

He's traveled the roads of the State;
In appointments he's never been late;
The speed laws he's broken,
But this is a token—
He's never been tagged or in jail.

But sad to relate, he did meet his fate,
When he parked in front of our store—
A green driver locked in,
Our hero's car blocked him;
A cop came to investigate.

The visitor complained, our hero explained,
As carefully the cop made a note.
And it sure got his goat
When a white tag he wrote
And handed it to—Lawrence H. Bush.



THE PAKODOPER

A One-Operator Developing Machine Capable of Handling One Thousand Prints Per Hour

This machine is guaranteed to pay for itself wherever two or more printers are being operated.

The outstanding features are: 3-sided feed table; automatic print submerger; all prints plainly in sight of operator; prints travel at uniform speed; operator stationed at "zone of normal development" removes prints as fast as developed and tosses them into acid short stop bath; Rocker table for acid short stop bath; shelf facing operator for prints to be matched; shelf facing printers for "make overs"; thermometer in sight of operator; ice chest furnishing ice water to cool developing solution; electric motor drive.

The PAKODOPER does away with one or two hand developers. It does the work faster, better, and far more economically.

It has proved its ability to improve quality and reduce make overs, and to pay for itself in less than a year.

If you operate two or more printers it will pay you to investigate this machine carefully. Examine the drawing carefully.

We shall be glad to send descriptive circulars

TEACHING THE MILLIONS A Prophecy?

This editorial, which appeared in the February, 1926 issue of THE FOCUS is of timely interest at the present. It was printed just a year before the "Teaching the Millions" advertising campaign was announced.

1 1 1

WHO IS YOUR COMPETITOR?

Your real competitor is not your fellow photographer. He is doing everything YOU are doing to make people realize the value of good photographs—he is talking "sentiment" and is helping YOU to more business, as well as himself.

Your real competitor is the fellow who is diverting money that should go to "pictures of the family" into other channels: the radio, for example; also the automobile; amusements of all kinds. In fact, all things that are not absolute necessities are competing with the ideas that go to make business for the photographer.

And here we have one of the most important problems photographers must solve. Instead of criticizing those who divert purchasing power away from your business, do all you can to make pictures occupy as important a place in the public mind as the radio, automobiles, etc.

ADVERTISE if you can; join and take an active part in civic organizations. Let the people know why they need pictures.

1 1 1

TAKE A PICTURE WEEK APRIL 24-30, 1927 Make Your Plans Now

Have you an attractive window display? Lane Bros. display cards and window signs will create interest. Ask for your copy of catalogue.

HOW THE NATIONAL ADVERTISING FUND WILL BE ADMINISTERED

1. All money is kept in a trust fund. An agreement has been made between the Association, a strong bank and a nationally recognized advertising agency, which assures each subscriber that the fund will be invested exactly as planned.

2. Assistants to the General Advertising Chairman will be sent into each State to help the State Chairman and his associates secure the subscriptions. Each of these assistants are under bond to the fund. They can be identified by proper credentials.

3. All subscriptions are secured in the form of a series of trade acceptances. This means to you that all the other people who subscribe will actually pay their subscriptions as they come due.

4. No subscriptions can be accepted according to the plan and agreement except for the four-year period.

5. Each photographer subscriber automatically becomes a member of The Photographers' Association of America. The dues have been reduced from \$10 to \$5 a year.

6. In order to start the advertising immediately, you are asked to give your check for the first year when making your subscription. This should be made payable to National Advertising Fund, P. A. of A.

1 1 1

PHOTOGRAPHS
Tell the Story

1 1 1

PHOTOGRAPHS
Live Forever

GRAF Variable Anastigmat

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL COMPANY
SOUTH BEND :: INDIANA

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Sensitized Photographic Products
FOR PERFECT PICTURES

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THINGS YOU SHOULD KNOW



Water

It is important to know to what extent the impurities present in water may be harmful and how these impurities may be removed.

Excluding distilled water, rain water and water from melted ice or snow, the following impurities may be present:

1. Dissolved salts such as bicarbonates, chlorides, and sulphates of calcium, magnesium, sodium and potassium. In case calcium salts are present and a developing formula is used containing sodium bisulphite or potassium metabisulphite fine needle-shaped crystals of calcium sulphite are apt to separate out in the developer as a sludge on standing. The sludge is harmless if allowed to settle, though the developer is robbed of sulphite to the extent of the amount required to form the sludge. If the developer is agitated, the sludge will cause trouble by settling out on the emulsions of plates, films, etc. Other salts have usually little effect on a developer although chlorides and bromides exert a restraining action.

Dissolved salts often cause trouble by crystallizing on the film after drying, and although not always visible as crystals to the eye, they detract from its transparency.

2. Suspended matter in the form of dirt and iron rust, which, if not filtered or allowed to settle, will cause spots.

3. Slime, consisting of animal or vegetable colloidal matter and which is not removed by filtering. If such water is used for mixing solutions, the colloidal matter gradually coagulates and settles out in the solution as a sludge.

4. Dissolved gases, such as air, sulphuretted hydrogen, etc. Water dissolves about 2% of air at 70° F. and when a developing agent like hydroquinone is dissolved without the addition of sulphite, the oxygen present in the water combines with the

developing agent forming an oxidation product which will cause chemical fog.

Sulphuretted hydrogen gas will also cause bad chemical fog, but the gas may be removed by boiling or by precipitation with lead acetate.

Water may be purified as follows:

1. By distillation. Distilled water should be used whenever possible for mixing solutions.

2. By boiling. This coagulates the colloidal matter and changes certain lime salts to the insoluble condition which then settle out, while dissolved gases such as air, sulphuretted hydrogen, etc., are removed. Therefore, unless the water contains an excessive amount of dissolved salts it is usually sufficient to boil the water and allow it to settle.

3. By chemical treatment. If large quantities of water are required, chemical methods of purification must be employed, though it is only possible to remove lime salts, slime and colloidal matter in this way.

Excessive amounts of dissolved lime salts are very objectionable, because after washing if drops of water are allowed to remain on the plate or film, when the water evaporates, the dissolved salts in the water become visible as a white scum.

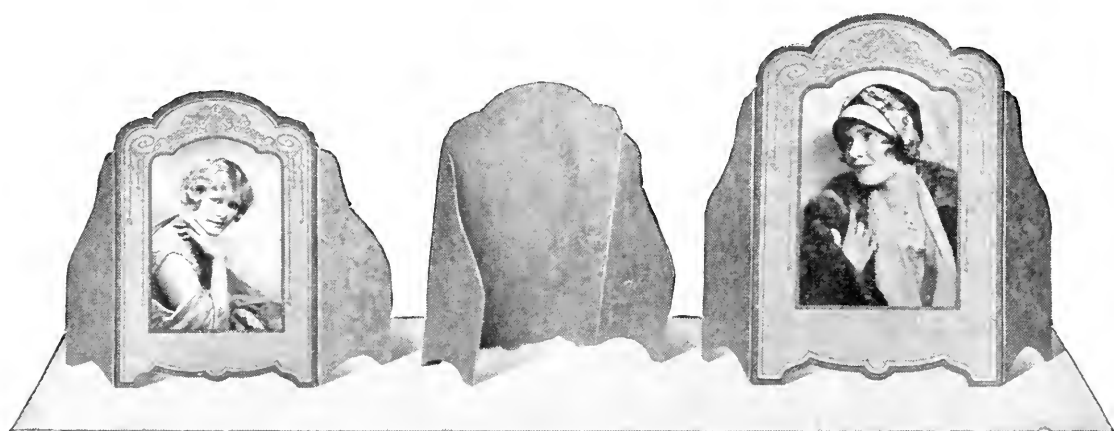
The following methods of chemical purification may be adopted.

- a. Add alum to the water in the proportion of 15 grains to a gallon. This coagulates the slime, which carries down any suspended particles, and the solution rapidly clears. This method does not remove dissolved salts, while the small amount of alum introduced into the water has no harmful effect on the developer.

- b. Add a solution of sodium oxalate until no further precipitate forms. This method removes the calcium and magnesium salts and coagulates the slime, though sodium and potassium salts are left in solution.

- c. Most of the commercial methods of water softening may be employed though such methods do not remove sodium and potassium salts.

For Medium Price Work



The RIENZI

This is for inslip prints—the easel arrangement is the simple, understandable Simplex idea.

The stocks, the designs - are all new.

Colors - Grey and Neutralblend.

Sizes.....	2x3	3x4	3½x5	4x6
Prices per 100.....	\$4.75	\$6.00	\$6.50	\$7.50

The RIENZI will not only dress your portraits in an up-to-the-minute mounter, but your customers and their friends will find this Simplex easel arrangement the least complicated of all easel type mountings. It will mean your portraits on display - good publicity.

Sample of both colors, postpaid, for five cents

SAMPLE OFFER S-3



TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

CHICAGO

::

ILLINOIS

The Leading Card Novelty House of America

· SEEN IN THE GROUND GLASS ·

Claude Laval, of Fresno, made one of his infrequent visits to San Francisco recently. Mr. Laval is a very busy man and for this reason we do not see him nearly as often as we would like.

· · ·

A night school of photography will be conducted by Fowler Sturgis, at 716½ South Bonnie Brae, Los Angeles.

· · ·

Not long ago we saw pictures of Mr. George Eastman in the *San Francisco Chronicle*. The pictures were taken during his recent big game hunt in Africa, and we admire his nerve displayed at critical moments.

· · ·

When President Lancaster was in business in Poughkeepsie, N. Y., he dealt with George Murphy, who was then starting a photo stock house in New York City. This was in the late seventies, in the days of wet plates and albumen paper.

One day recently these two veterans met in our office, and how the reminiscences did fly! Mr. Murphy, by the way, is still the active head of the corporation which bears his name.

· · ·

Jerry sends birthday greetings to Alan Edward Frederick, little brother of Patty Lou Frederick, whose daddy is known for his connection with Frederick Photo Service, Sacramento.

· · ·

Miss Ida M. Reed, owner of *Camera Craft*, was recently elected President of the Professional and Business Woman's Club of San Francisco. She will have plenty to do, and the ability to do it.

· · ·

Mr. Burkett, formerly with the McCurry Photo Company, Sacramento, is now affiliated with Mr. Frederick. The new firm is known as the Frederick-Burkett Photo Service, located at 1015½ Tenth Street, Sacramento.

Patton Bros., Salem, Oregon, for many years displayed one of those familiar signs, "Take a Kodak with you." The invitation was accepted by a thief who departed with a good one in their window. The sign has been removed.

· · ·

G. W. Connell of Dinuba was a recent caller. He gave us a delightful, illuminating talk on school pictures. His talk would make fine reading for FOCUS, but we will keep it awhile.

· · ·

Another visitor was Mose Grady of Seattle, who is actively supporting the National Advertising Campaign.

· · ·

J. M. McFadden, representing the E. N. Lodge Co., Columbus, Ohio, was in town just long enough to enjoy a few days of warm spring weather. He showed us his new line of mountings, samples of which will be carried by our salesmen. McFadden is a live wire, likes the West, but through force of habit, carries his overcoat with him wherever he goes.

· · ·

Al. Spears, formerly of Oakland, is now with Symon Bros. Studio, Bend, Oregon. He wishes to be remembered to his many friends in the Bay region.

· · ·

The Louis A. Louck Company, 405 Sansome Street, San Francisco, deserve a lot of praise for their attractive folder depicting the many ways their photographs can be used to sell an idea. The folder is sure to be profitable.

· · ·

Among those who took part in "the gold rush" to Weepah we find L. J. Stonehart, photographer at Santa Monica. Mr. Stonehart is a native of that district and understands how to go about staking out a claim. Some day we will say—"We knew him when"—

Mallinckrodt

You'll never know
'till you've seen them!

*T*HERE is SOMETHING unusual about
Mallinckrodt Photographic Chemicals. Try a
small order and be prepared for the revelation.

The Container Open ** clean, beautiful granulated
salts, free running, easy to weigh, quick to dissolve.

The Solutions ** clear as crystal, no sediment or
cloudiness, no caking in the bottom of containers.

Your Results ** everything your emulsion contains
brought out to a beauty that pleases both you and
your customer.

Life of Solutions ** They'll give beautiful results
for a length of time that will surprise you.

The chemical principles behind these facts are the
Trade Secrets of Mallinckrodt Chemical Works.
They are the reason for the uncompromised quality
and leadership of these superior photo chemicals.

Write us about our group sample offer.

MALLINCKRODT CHEMICAL WORKS

St. Louis · Montreal · Philadelphia · New York



“JERRY’S” CORNER

By HIMSELF

When I went to school I had to write an essay on man, so here's what I wrote:

✓ ✓ ✓

A man is different from an animal because he can talk, and that's why he's into so much trouble.

✓ ✓ ✓

Men and horses eat themselves sick but a mule quits when he has had enough.

✓ ✓ ✓

He is lord of all he surveys—till he gets home.

✓ ✓ ✓

When he is a baby the ladies want to kiss him and when he grows up he wants to pay them back.

✓ ✓ ✓

He flatters himself on his good looks, but will not go to a photographer to prove it.

✓ ✓ ✓

Man can solve any problem—except a woman.

✓ ✓ ✓

A man is something that can't see a locomotive and a string of cars when he's driving but can see a pretty ankle two blocks away.

✓ ✓ ✓

He will spend millions to build a subway to save three (3) minutes time—and lose five (5) minutes watching a sign painter.

✓ ✓ ✓

He calls himself a cynic, but believes what his bootlegger tells him.

✓ ✓ ✓

Some men have a den and others growl all over the house.

Ever since the first man thought up his first alibi, human beings have been telling the wonderful things they would do if they “had the time.”

✓ ✓ ✓

I hear a lot about self-made men. I'll bet if some of them had to do it over again they would not succeed if they had to depend on their rules for success.

✓ ✓ ✓

“Man wants but little here below,” which is lucky because that's usually what he gets.

✓ ✓ ✓

A man is like a worm. He comes into the world, wiggles around a little and then some chicken gets him.

✓ ✓ ✓

Some men think they are famous when they are only attracting attention.

✓ ✓ ✓

Man consists of four main parts—cranium, borax, peddler extremities, and abominable cavity.

✓ ✓ ✓

In his cranium are his brains if he has any. It's an ivory hat rack used to finish off his backbone.

✓ ✓ ✓

In his borax he used to park his tonsils, till the doctor hung the no parking sign on them.

In his abominable cavity he keeps his liver (except the butcher, who keeps his in the ice box), and his vowels, all five (5) A, E and the well known I O U.

✓ ✓ ✓

Man is made of dust. Dust settles. I hope you're a man.

JERRY.

NOKO PAPER

For Photo Finishing
and Commercial Work

NOKO is the outstanding success of recent years in photographic paper for the uses named. In speed, latitude, quality, uniformity, and mechanical performance it has appreciably raised the standard for papers of its type, enabling finishers and photographers to turn out the highest class of work at a dependably low cost in production.

Surfaces: Noko B (Glossy for ferrotyping and rack dryers); Noko R (Glossy for belt dryers); Noko A (Semi-Glossy).

Grades: Hard, Medium, Soft, and Commercial Soft. All supplied in both single and double weight except the R surface, which is supplied in single weight only.



Correspondence invited



Samples to studios and finishers on request



Address: Paper Division

ANSCO PHOTOPRODUCTS, Inc.

BINGHAMTON, N. Y.

LISTED AT THE SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studio wanted in California or Middle West town of not less than 20,000 population. Only first class studios considered. Give inventory and amount of business, together with price and terms. Box 109.

One of the oldest studios in Oakland is now on our list as for sale. Centrally located and well known. Box 2098 THE FOCUS.

Looking for a studio in Oregon? We have one that can be bought for only \$200.00. Box 2097 THE FOCUS.

Well known studio in San Jose, California, is offered for sale. Interesting details on file at Box 2102 THE FOCUS.

Studio located in a prosperous San Joaquin Valley town, and run in connection with Art Shop, is for sale. The present owner will continue the Art Shop, which gives the buyer the benefit of his presence and goodwill. Box 2109 THE FOCUS.

There are many other studios on our list, but because of this time of the year, there are many good workmen looking for a position and positions are open. We have decided to announce some of the applicants on our list.

A studio operator who can retouch and who lives in Oregon is looking for a position. Box 104 THE FOCUS.

An all-round studio man living in the Sacramento Valley would like a position and is capable of taking full charge. Formerly had a studio of his own for many years. Box 105 THE FOCUS.

Anyone requiring a good home portrait operator and general all-round man should communicate with Box 107 THE FOCUS.

A receptionist who can retouch, spot, and finish, and take care of books, desires a position in the Bay Region. Or would be willing to accept a position in localities with warm climate because of invalid son.

Anyone requiring a competent book-keeper should get in touch with Box 210 THE FOCUS.

A receptionist and good operator desires a position in San Francisco or vicinity. Box 212 THE FOCUS.

Lady who formerly conducted her own studio for many years, desires position in San Francisco Bay Region. Can operate, do dark room work, including finishing. Box 215 THE FOCUS.

Anyone desiring the services of an apprentice who has a brief knowledge of reception room and retouching work, should communicate with Box 220 THE FOCUS.

Just as we go to press we hear of a studio in the residential part of San Francisco. Studio has good reputation. Owner desires country location. Price reasonable. Box 2115 THE FOCUS.

SPEED for BETTER RESULTS

HAMMER PLATES

with shortest exposure and least effort, produce negatives of highest quality. Speed, Uniformity and Brilliancy are their chief characteristics.

COATED ON EXTRA SELECTED, CLEAR,
TRANSPARENT PHOTO GLASS.

*Hammer's Booklet, 10th edition,
sent on request.*



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

New York Depot, 159 W. 22nd Street, New York City

LEST YOU FORGET

Last month we mailed you circulars of some equipment and material that you need. Consider these articles:

Eastman Studio Register System—a compact, efficient, simple bookkeeping set.

Caywood and Victor Flash Lamps.

Victor Flash Bags.

Browntone—a one solution Sepia toner.

Towle's Book on Portrait Lighting. Exceedingly modern and complete.

Have you placed your orders?

✓ ✓ ✓

REFLECTING SURFACES

Some photographers prefer to make their lighting or enlarging equipment. If you plan anything like this, remember that aluminum paint makes a much better reflector than white paint.

Changing Bag

Daylight—No Dark Room Required



For loading plate or film holders and for changing plates into developing tanks in daylight. The holders and a box of plates or film, or developing tank are put into the bag at one end. The bag is then closed with glove fasteners. The hands are inserted through the sleeves (which have rubber wrist bands) and the plates or films are then easily changed without loss of time.

No. 2, 5x7	No. 4, 8x10
Each.....\$5.50	Each.....\$6.50

THE BARGAIN COUNTER

Here is something we seldom have—a Victor Portable Flash Bag with electric igniter. Condition like new but shop-worn. Offered at the very low price of **\$13.50.**

✓ ✓ ✓

Here is another bargain. A No. 3 Eastman Home Portrait Camera with case and one Portrait Film Holder, also has a new 3-inch silent shutter. Price complete only **\$46.50.**

✓ ✓ ✓

Some photo finisher needs a good Enlarger that will handle negatives up to 4 x 6. We recommend this Kodak Projection Printer, which you can have for **\$70.00.**

✓ ✓ ✓

Someone else needs a small Belt Dryer that takes less space than the Pako. The Korona Junior gas heated model is about half the size of the Pako and can be installed on a table or in a corner. Price only **\$35.00.**

✓ ✓ ✓

Here is a studio camera that looks like new. It is a 7A Eastman with sliding ground glass carriage, and 8 x 10 and 5 x 7 plates. The price without stand is **\$68.50.**

✓ ✓ ✓

Another bargain. Two 29-gallon stone-ware tanks. Size 9½ x 17 x 42. The price is **\$22.50 each.**

✓ ✓ ✓

Four 7 x 11 Eastman Plate Holders, like new. **\$1.50 each.**

✓ ✓ ✓

No. 2 Port Diffusion Disc and Holder. Fits in front of your lens. Will give beautiful soft effects without increasing exposure.

Agfa Professional Flash Light. Has a sure-fire flash igniter and can be connected with cable release to be ignited the same time you open the shutter. Price is only **\$6.00.**

✓ ✓ ✓

Someone needs this 3½-inch Silent Shutter, mounted on 9 x 9 lens board. Price **\$4.25.**

✓ ✓ ✓

Here is another good studio camera. It is an 8x10 No. 1 Century and is furnished with a No. 1 studio stand. The price of the outfit is only **\$72.50.**

✓ ✓ ✓

To the commercial or home portrait man we suggest an Eastman Compact Stand, of which we offer a good used one for only **\$15.00.**

✓ ✓ ✓

Here's another good Enlarger. A 4 x 5 Ingento Horizontal Enlarger with 600-watt Mazda lamp. The price is **\$60.00.**

✓ ✓ ✓

A Wratten Indirect Light Box with 10x 12 opening. The most efficient way to illuminate your workrooms. Hangs from the ceiling. Price **\$6.00.**

✓ ✓ ✓

A Halldorson 5-Unit Home Portrait Lamp with Stand. Very much in demand right now. Price **\$23.50.**

✓ ✓ ✓

Callier Enlarger, like new. Will enlarge from 5 x 7 negatives. Requires little space. **\$150.00.**

A GOOD FORMULA

Many of our readers are so located that it is an expensive matter to order Acetic Acid and similar liquids, due to express and stage charges.

With this in mind, we wrote to the Eastman Kodak Co. for a good acid-less fixing bath formula, and they suggest the following for films and plates:

Stop Bath

(Immerse films for 1 to 3 minutes between development and fixation.)

Water 32 ozs.
Potassium Chrome Alum..... $\frac{3}{4}$ oz.

Fixing Bath

Hypo 8 ozs.
Sodium Sulphite
(E. K. Co.).....150 grains
Sodium Bisulphite 75 grains
Water to make..... 32 ozs.

For photographic paper we recommend a thorough rinse in water in preference to using the chrome alum stop bath and as a fixing bath the above formula is satisfactory.

PHOTOGRAPHS *Live Forever*

ADDRESS YOUR LETTERS TO THE FIRM

Very frequently letters and orders are addressed to some particular individual in the store, or to some one of our traveling salesmen. This often causes delay and inconvenience. The person addressed may not be in the city and the letter is forwarded by us and more time is lost.

If the communication is purely personal please mark it so on the envelope, but if it is an order or a letter that requires prompt attention at our office, in all cases send it to the firm, and mark at the head of the letter, "Attention of Mr. So and So." Please do this and avoid delay.

HAVE YOU USED IT?

Last month we sent an order postcard with THE FOCUS. The returns were very gratifying and show our readers appreciate the fact that we have made it easy for them to place their orders with us. The cards require no additional postage. All you do is fill in your order and sign it. Additional cards cheerfully sent on request.

‘ ‘ ‘

DON'T USE HOT WATER

We have had a few complaints regarding Squeegee Plates which we have been investigating very carefully during the last month. We found that our customers have been washing them with hot water. The enamel surface of a Squeegee Plate should not be washed in hot water at any time; lukewarm water will be found satisfactory. Neither should they put plates too close to a fire, especially gas, for drying. In order to preserve your plates to get the best results they should dry slowly or with an even heat. If you want your Squeegee Plates to last a long time, do not use hot water or expose them to the heat of the sun's rays, or set them too close to a fire.

‘ ‘ ‘

It is a real pleasure to announce that we can now make immediate delivery of Sigismund Blumann's helpful book, "Photographic Workroom Handbook." It is different from most books in that while you read it you get the impression the author is talking directly to you.

The first few pages alone are worth the price of the book, one dollar, and the rest of the book is devoted to newest formulae, information and suggestions. The honors for the illustrations used are shared by O. J. Smith and J. Anthony Bill.

A postcard is provided with this issue of THE FOCUS. Order a copy of the book today and you'll refer to it every day.

MAKE THE MOST OF MOTHER'S DAY

'Honor thy father and thy mother.' Of all the Ten Commandments, we probably obey this one most naturally. We hear a lot about the mad rush in which we are living, but in spite of this age of jazz, the world has seen fit to designate the second Sunday of May as Mother's Day.

This year May 9th is Mother's Day—a day devoted to the expression of our tenderest feelings for one of the most emotional aspects of life. The relations between mother and child will always remain the nearest and dearest.

It is for this reason that, as photographers, it is fitting to give serious consideration to the perpetuation of the close ties between millions of mothers and many more millions of their children.

In these days of high mobility of population where birthplace is only a sentiment, and the place of labor and endeavor often hundreds of miles away, it is increasingly difficult for the grownup sons and daughters to go to the old home and visit with mother and dad.

What then could be more logical for this coming Mother's Day than to encourage a general interchange of photographs between the far-off sons and daughters and the old folks at home.

It is all well enough to wear a carnation in your buttonhole and let the world know that you still think of mother, but there is nothing that

would please her as much as to get a real true-to-life and up-to-date picture of the child she loves. And it is equally true that the son or daughter, far from home, appreciates nothing quite so much as a true likeness of mother.

If there ever was a strong reason for having portraits made, surely Mother's Day is that reason. Perhaps you say, "Yes, but nobody thinks of Mother's Day until two or three days before it comes." This is exactly the point. It is up to photographers to educate people to the need of these pictures; to sell the idea to the public. *Now* is the time to prepare your slogans, your window cards and displays. Begin now to make a display and watch the results. PHOTOGRAPHS LIVE FOREVER.

~ ~ ~

DISCARDED MERCURY TUBES

Some of our readers may have discarded Cooper Hewitt tubes in their workrooms and if the tubes were made prior to 1918, the three platinum terminals are worth about one dollar. Later tubes use an alloy that has no value.

The Mercury of the tubes is worth from 60 to 90 cents a pound to a wholesale drug firm and should be strained to remove dirt and metal particles.

~ ~ ~

A SEPIA TONER-INTENSIFIER AND REDUCER

The Burroughs-Wellcome Company, manufacturers of the famous Tabloid and Solid Chemicals, make a delightful Sepia Toner, which can also be used as an intensifier or a reducer.

So that you may know more about this article, we are prepared to furnish a free sample package. Your request will bring one, as well as that interesting booklet, "Foresight in Photography."

Photographer Makes 6 Plates As You Listen to His Talk

By FAY KING

Photography was once a job—but now it is an art!

A trip to the local picture-taker was made as reluctantly as a trip to the dentist.

One felt more like a crook than a customer! The photographer led you to the chair and strapped your ears back to a head rest and disappeared behind the black cloth that covered his camera!

You had your choice of three backdrops. One was usually a gray and white marble hall, the other a gray and white woodland scene and the third a plain gray background!

But now one no longer walks with mincing steps and beating heart into a cold, cruel torture chamber and sits like a petrified human with a riveted smile on one's face.

The photographer now has a studio that vies with the choicest drawing rooms, and the camera is as inconspicuous as a potted plant.

You are greeted like an intimate, chatted with and when you are just beginning to wonder when the business of taking your picture will begin you are informed that the photographer has made six plates while you were listening to his tea chat!

The shock of seeing one's proofs has been lessened. The proofs are now retouched. And they make you look exactly as you always wanted to look.

There is no longer any such thing as a bad photograph.

No matter how homely you may be, they can always diffuse, retouch, block in or out, and chiffon you into a prize beauty.

In fact, certain photographers have become so famous for their artistic kind of pictures that it is no longer your own picture that you sit and pay for, but their picture. You are merely the foundation. One cannot always recognize the person the picture is of, but one can always recognize the photographer the picture is by!

A SOURCE OF POSSIBLE ERROR EASILY CORRECTED

A great many formulas call for a saturated stock solution of Potassium Bromide. Here, however, is a great possibility of error, because the quantity of Potassium Bromide required to make a saturated solution depends entirely upon the temperature. More can be dissolved at high temperatures than at low temperatures. This means the strength of the solution changes with the temperature, because more and more Potassium Bromide will crystallize out as the weather gets cooler.

To eliminate this source of error we suggest to our friends, instead of making up a saturated solution, to prepare a 10 per cent stock solution by taking one ounce of Potassium Bromide and dissolving it in enough water to make 10 ounces in all.

A 10 per cent solution does not contain enough Potassium Bromide to have it affected by changes in temperature, so that its strength is always the same. The following proportions should be used:

Ten drops equal one grain of Potassium Bromide. Twenty drops equal two grains, etc.

‘ ‘ ‘

A fellow who keeps on his toes will never be down at the heel.

‘ ‘ ‘

Be sure to send for a copy of the Gevaert Price List offered on page 14, because you will be interested in the Gevaert line of plates and papers. The No. 10 Novabrom Paper is especially popular.

‘ ‘ ‘

Probus paint will adhere to galvanized iron and similar surfaces, but the surfaces must be absolutely free from oil or grease. Frequently it is necessary to use special solutions in order to remove thoroughly the grease with which new galvanized iron is coated. The solution we suggest to clean galvanized iron for painting with Probus is as follows:

- 2 ounces Copper Nitrate
- 2 ounces Copper Sulphate
- 2 ounces Salamoniac
- 2 ounces Crude Hydrochloric Acid
- 1 gallon water



DEFENDER

Commercial Defender

for

Photo-Finishing

and

Commercial Photography

Pure black tones and clean white stock combine with emulsion quality to make the COMMERCIAL DEFENDER print notably rich in life and brilliancy.

In work, its stability, latitude and its substantial, flat-lying stock helps to speed up production and increase profits.

Four grades of contrast in Glossy and Semi-Matt



DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.

ROCHESTER, N. Y.



DEFENDER



Photographs are sold from sample prints and these prints, aside from quality, must have pleasing variety. Vitava Athena, in addition to the familiar standard surfaces, offers three unusual and distinctive surface textures that will increase interest in the specimen print: Old Master, Linen Finish and Parchment. They have novelty but they also have the characteristic quality of all Vitava Papers.

*There is a complete line of Vitava Papers
for distinctive photography*

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

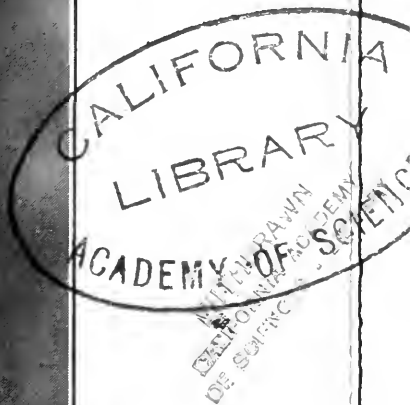
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

APRIL, 1927

Number 4



JERRY'S SISTER

PHOTOGRAPHS
Tell the Story

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

APR 23 1927

Agfa

Portrait Film

Helps the commercial photographer by giving him speed, density, contrast and a degree of color-sensitiveness which makes the use of light yellow filters possible. Prints from this type of negative are what the commercial customer needs.

The mat back available with the portrait emulsion saves the operator money by making retouching and blocking a quick and easy job. It also prevents picking up of dust on the negative—re-order jobs can be made at once without annoying and time-consuming spotting.



AGFA Developers are dependable



AGFA PRODUCTS, Inc.

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THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

APRIL, 1927

Number 4

✓ IN THE PROFESSION ✓



SAN FRANCISCO

The old adage about shoemakers' children being barefoot is brought to mind by this picture, which was made — oh, so many years ago. It's a picture of Chas. Johnson, one of the best known San Francisco photographers, who recently celebrated another birthday.

Born in Ohio, February 22, 1846, you can figure his youth. This is not said facetiously, because he still operates and supervises the many details of his downtown studio.

His first studio was at Third and Stevenson streets, and in 1904 he moved to Sixth Street near Market. Two years later, the great fire destroyed his studio but he quickly reopened on Fillmore Street, later moving to his former neighborhood at 1028 Market Street.

He has three daughters and one son, all of whom are active in the studio. Mr. Wolff, who has been calling on Mr. Johnson for thirty-five years, tells us he has an inexhaustible supply of funny stories. A member of the Forsters of America. Mr. Johnson is well known for his group pictures of various fraternities and societies. We regret we could not find a modern picture of this interesting man.

Spring fever isn't likely to weaken sales — unless it weakens sellers.

✓ ✓ ✓

Nervous season has arrived for last year's baseball stars. They know how echoes of old triumphs can swell praise of new success. They also know the penalty for failure. Let a top-notch player slip a bit and the crowd will change its cheer into a boo.

Fame gives its favorites that difficult task. The athlete or actor or statesman must make each undertaking a credit to past standing. So must the manufacturer. So must the merchant, and photographer.

✓ ✓ ✓

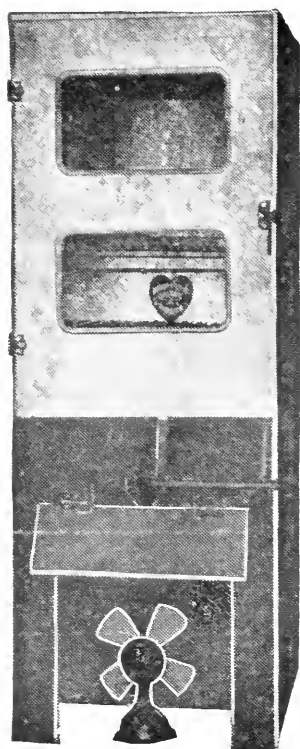
The hardest work in the world is that which accomplishes least. It is natural law that the larger the result the less must be the work. Less effort, less time, with more efficiency, gets double and treble the production of wealth for use. Work should be measured not by the motions it makes, but by what it produces.

✓ ✓ ✓

What is a beautiful woman? One that makes you realize that life is worth living. One that turns the darkest days into sunshine. One whose sweet personality rounds out this life of mankind. One whose very mind, body and soul sheds a divine afflatus over things material, so that one cares not for the hereafter, but is satisfied to live on and on to eternity. Such is the beautiful woman whose physical charms cannot be measured or described.

The NEW K-C Rapid Glossy Dryer

Is the Most Extensively Used Glossy Dryer on the Market



U. S. Pat. April 14, 1925.
Canada Pat. June 15, 1926.
Other Patents Applied For.

The New K-C Rapid Glossy Dryer is the result of many years careful study and experience in the designing of drying equipment, and it is built on the most refined scientific principles, which it has been proven produce the most rapid, even and satisfactory results.

In this process all the heated fresh air produced by the fan and heater is positively and evenly forced over the prints. This steady flow of fresh, heated air rapidly expands and absorbs the moisture and eliminates all danger of over-heating, baking or curling.

Bear in mind that it is impossible to dry prints rapidly and evenly without heat, as the moisture must be expanded by heat before it can readily and quickly be absorbed.

The New K-C Rapid Dryer has no moving parts to get out of order and cause trouble. All parts are permanently fixed and therefore there are no adjustments to be made. Just light the burner and turn on the fan and the dryer will produce rapid and efficient service.

The K-C Rapid Dryer affords you the best possible service at a minimum of cost. The cabinet is made of galvanized steel, well reinforced, and should last a lifetime. It requires small floor space of 23x28 inches and is 5½ feet high. Being an all-steel unit it conforms to the fire underwriters specifications. It is made to accommodate all standard size ferro tins.

It is equipped for gas, oil or electric heat. Gas is the most efficient heat and should be used whenever it is available. Oil heat can be used where gas is not available. Where gas or oil cannot be used, use electric heat.

The K-C Rapid Dryer is sold by all principal dealers in the United States. Price list as follows:

The K-C Rapid Dryer, with gas burner, accommodating 14 18x24 tins, or 28 tins back-to-back	\$115.00
The K-C Rapid Dryer, with gas burner, accommodating 14 14x20 tins, or 28 tins back-to-back	115.00
The K-C Rapid Dryer, with gas burner, accommodating 28 10x14 tins, or 56 tins back-to-back	120.00

When a Perfection Oil Stove is supplied in place of gas, add \$8.00 to price of dryer.

When an electric heater is supplied in place of gas, add \$36.00 to price of dryer.

NOTICE—An ordinary electric fan, about 8 or 10 inches in size, must be used with gas or oil heated K-C Rapid Dryers, which is not included in above prices.

NO FAN NEEDED WITH THE K-C ELECTRIC HEATED DRYERS

IMPORTANT—If ordered before May 30th, a special reduction of \$10.00 is authorized by the manufacturers.

Order today from **HIRSCH & KAYE**

Mother's Day Pictures



There is still time to plan your window displays and other appeals for pictures to commemorate Mothers Day—the second Sunday in May.

Mother is a year older than she was on last Mothers Day and it may be a year longer since she has seen her children. Portraits are ordered on sentimental appeal and everything is favorable for the placing of orders for family groups and individual portraits.

Have you enough photo-mailers to take care of the many pictures that will be mailed to distant places? See special offer on page 22.

1 1 1

BOB INGERSOLL TOLD THIS

A Hebrew went into a restaurant for lunch. As he looked over the menu the devil of temptation whispered "bacon."

He turned away from the succulent suggestion, but search the menu as he would his eye ever returned to that fascinating offering. He yielded. He ordered bacon. He ate it with relish, but with a guilty conscience.

When he went into the restaurant the weather was clear and bright. While he was eating a thunderstorm arose and when he came out the sky was black, rain was falling in torrents, the wind howled fearfully and the darkness was split at intervals with flashes of lightning accompanied by crashing thunder.

The Hebrew shrank back into the restaurant.

"My God," he ejaculated, "did anyone ever hear of such a fuss about one little piece of bacon?"

PHOTOGRAPHY IN SHANGHAI

One of our customers in China, Mr. R. V. Dent, has sent us an interesting description of conditions in Shanghai from which we quote:

"I am sorry my requirements in photographic materials have these days dropped to a bare minimum; just precisely what I need and no extravagances and no experimenting. Nobody here is spending money except for necessities, and my portraiture business is feeling it badly.

On top of that, a large proportion of my time and energy is being devoted to police work; I am one of the four Chiefs of Sections responsible for the police administration of the French Concession, and we have to take over and run the place when the regulars go to the "Front." It's just lovely for business.

Business as such is next to non-existent; not only stagnation but heavy losses; Chinese breaking right and left and foreigners caught in the web of depression. If this goes on much longer the entire commercial community will be utterly ruined. The Bolshevik theory that they can defeat us in such a way that we are powerless to defend ourselves is proving true, economically.

At the moment, we have a tramway, omnibus and post office strike on our hands, with a total general strike promised this afternoon. The Southern army is advancing and being Bolshevistic they naturally are the instigators of these strikes. Meanwhile, don't think that there is any physical danger to foreigners; we are thoroughly prepared against that and there are some 6,000 British troops here, and 1,000 American Marines, which, plus the volunteers and police, can well protect Shanghai.

The volunteers and the special police are mobilized today; and, of course, the troops are standing by.

All this has nothing to do with my photographic requirements, but I think the information of use to you.

Unless really energetic measures are taken by the white races, acting in concert, the prestige of the foreigner in China will be, and actually IS, so lowered that the future for foreigners and their trade is black indeed.

Rejoice that you haven't these little inconveniences to contend with on your side!!

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

For
Home Portraiture and Home Movies
"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

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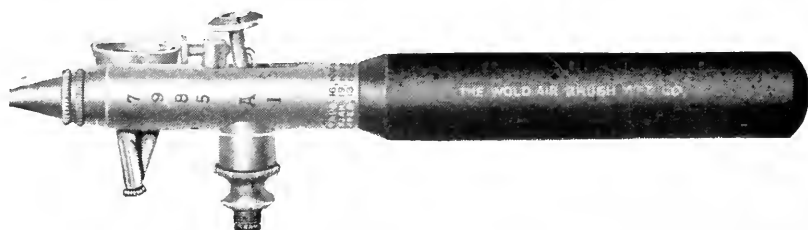
The MAX MAYER COMPANY

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NEW YORK, N. Y.

Necessity for the Photo Retoucher
The *WOLD* Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

APPLIED PSYCHOLOGY

Both the photographer and the mother had failed to make the restless little four-year-old boy sit still long enough to have his picture taken. Finally the photographer suggested that the "little darling" might be quiet if his mother would leave the room for a few minutes. During her absence the

picture was successfully taken.

On the way home the mother asked:

"What did the nice man say to make mother's little darling sit still?"

"He thed, you thit thtill, you little brat, or I'll knock your block off, tho I that thtill," he explained.

YOU'VE HEARD OF THIS PHOTOGRAPHER!

In a recent article we learned that Glenn Curtiss, pioneer in aviation, went to work for the Eastman Kodak Co. when 14 years of age. With a few other boys, he was hired to stencil the black numbers on the red paper wrapped around kodak film.

The stenciling was done by hand, one number at a time, which gave him his first opportunity to commercialize his inventive genius. Production amounted to about 250 strips of paper a day for each boy, and the pay was \$4.00 a week.

In a few days, young Curtiss asked to be put on piece work salary to which the company agreed. Next morning he produced a long metal stencil, by means of which he numbered a whole strip with one sweep of his brush. He provided stencils for the other boys (for a cash consideration) and their earnings were enormous, till the price per strip was readjusted.

"Production jumped so rapidly that they kept cutting down the rate until we were getting only nine cents a hundred," he said, chuckling at the recollection.

"Even then we made good wages for boys in those days. We got the production up to two thousand five hundred strips a day per boy, ten times the original output. That gave us more than they had been paying the men we had replaced. That was my first lesson in the value of mechanical ingenuity, and also in the superiority of piece work over wages when production at speed is sought.

Mrs. Curtiss, Glenn's mother, had found profitable work in free-hand crayon enlargement of photographs. Mechanical processes, air-brush work on bromide enlargements, enabled her to adopt the new method and acquired an enlarging camera.

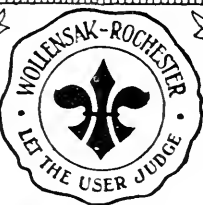
"That brought a lens into the family," he said, "and it was inevitable that I should make a view camera to fit it. I made a

pretty good one. I remember that I was rather proud of the workmanship. Then my mother married again and I went back to Hammondsport to live with my grandmother, and took the camera with me.

"I made money with that camera. I went around the country photographing things on the farms. The farmers usually thought pretty well of their horses and barns; their wives liked pictures of the house and the children. The first trip I would not try to sell anything, just got them to let me take the pictures. Then when I called again with the finished prints they usually bought them."

He earned a bicycle by this and other means, tinkering, "fixing things." Wiring electric doorbells, for instance; electric lights had not yet come into Hammondsport in the middle nineties. The bicycle enabled him to extend the range of his photographic work, and to gratify his craving for speed. There was no vehicle of any sort, on land or water, in those days that could go as fast as a bicycle except a railroad train. One or two experimenters were trying to hitch gasoline engines or electric motors to carriages, but when they worked, which was not often, any good bicyclist could ride rings around them. Hammondsport and Glenn Curtiss had never even heard of the not yet quite born automobile. But Glenn Curtiss could push his "wheel," with those long legs of his, uphill, downhill or on the level, faster than any other boy in Hammondsport. Soon his knowledge of bicycles and his handiness at "fixing things" got him a job in the bicycle repair shop owned by James Smellie. It was not long before he was running the shop. This was in 1897, when he was nineteen.

This led to his interest in bicycle racing, motorcycles—and while in search of greater speed—airplanes. His record in aviation is too well known to need repetition.



A Dependable Lens

Pays Dividends in Better Photographs

Endowed with the finer anastigmatic corrections, the Series II Velostigmat is truly a good investment.

Studio workers find frequent need for such a versatile anastigmat and home portrait photographers are keen about its compactness.

A trial will convince you



BUY AMERICAN-MADE GOODS

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

AT YOUR SERVICE



If we were to ask Fred to tell his own story in the language that he knows best—the parlance of the baseball field—he would probably speak of himself as a receiver of orders “hot off the bat,” which means in ordinary language, that mail, telegraph and cable orders come to Fred’s desk in the office for rewriting and pricing as soon as the boss has cast his eagle eye over them.

If Mr. So and So writes in and says, “Send me another five gross of paper PDQ,” Fred is supposed to know what it is all about and supply the missing details of Mr. So and So’s order.

Now and then he “muffs one” as Snodgrass did in centerfield during a memorial World’s Series some years ago, but at that, Fred has had a few occasions in his nine years with Hirsch & Kaye to go off in a corner and have a quiet little cry all by himself.

Fred was born right here in the land where the sunshine spends the winter, and likes it well enough to stay. His American ancestry dates back ever so far and although his forefathers didn’t come over in the Mayflower, they did take the very next boat.

He has many interests for his leisure hours: among them baseball, football, swimming and hunting.

There is also another interest that looks mighty good to us—Mamma! What taste Fred shows. She has blue eyes and blonde hair, and if you think that’s all, you err seriously, man!

Well, that’s the low down about Fred.

Tomorrow is the opening game and the Great Mails is scheduled to pitch. Wonder what gag Fred will spring on the boss this time to get off? A fellow really can’t tell the grandmother story two years in a row and get away with it.



Its Advertising
pages keep you
up to date

*A monthly magazine covering
all that is best in photography*

\$1.50 a year
Sample Copy on Request

Camera Craft Publishing Co.
Claus Spreckels Bldg., San Francisco, Cal.

The Mallinckrodt Chemical Works recently announced a new grade of WOOD ALCOHOL PURIFIED 98% for photographic purposes.

Mallinckrodt Wood Alcohol is specially prepared for photographic use and is entirely free from the objectionable odor so prevalent in cheaper grades. It contains no Acetone, Acid or any reducing substances, which makes it very desirable for use in formulas to prevent abrasion or scratchiness of films.

1 1 1

THIS EVER HAPPEN TO YOU?

*(Submitted to Jerry by Oaks Studio,
Oakdale, Calif.)*

“We give free advice in our Kodak Department. When our receptionist sees that kodak films are overtimed or something else seems to be wrong she tries to explain to the customer what is the trouble. This she got today:

“The films were very much undertimed so after questioning the customer she decided that she was stopping down and snapping them too fast, so she explained it to her, adding that it looked as though she had taken them on 32 and the 25th. The customer gave her a very sarcastic look and said, ‘NO, I TOOK THEM ON SUNDAY!’”

HEIGHO! *The Rush Season!*

The Photo Finisher is dusting off the front doorknob and touching up the sign. He is staging, in some cases, his little annual scrap for dealers. He is hiring a few wide-eyed hopefuls whom he fervently prays will prove to be good printers, or sorters, or trimmers. He is setting the stage for a summer of hectic rushing.

Sort of foolish, isn't it? Seems so, anyway, to anyone who knows how PAKO equipment works. Downright foolish to put so much dependence upon a seasonal supply of unskilled help that must be converted almost overnight into skilled help. In PAKO equipped plants the story is different.

High grade machines like PAKO Printers, Rocker Systems, and Dryers enable any ordinarily intelligent worker to do high grade work at high speed. Skilled help? Far from it. They are given some instructions, a little supervision for a while, and then the work goes on smoothly.

Many PAKO equipped plants run on skeleton crew until well into the rush season. They can do it because they have FLEXIBLE CAPACITY. With PAKO equipment they take a comfortable capacity and stretch it easily around a 100% increase in volume. That is splendid for profits.

Perhaps the peak of the season finds them with but a relatively slight increase in labor expense. But the profits respond delightfully—there's nothing so fattening to a profit on half rations as a generous increase in nutritious volume without an increase of expended energy.

This equipment can be obtained on terms from HIRSCH & KAYE

Sterling Developing Tanks Will PAY YOU



**SAVE TIME,
MONEY,
SOLUTIONS**

**Large Capacity
Low Cost
Best Results**

**AMATEUR FIN-
ISHING OUTFITS**

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

Demand Sterling

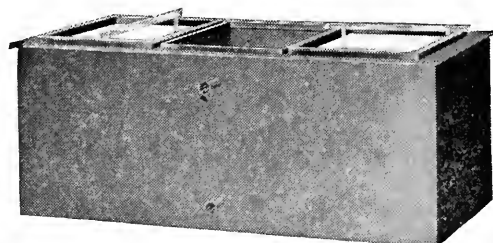
(The name "Sterling" is stamped under rim of every tank.)

Made in two sizes
5x12x42" tanks hold 10 gallons.
8x12x42" hold 17 gallons. Both Blue
and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name.
"Pioneer Tank Builders" BEAVER FALLS, PA.

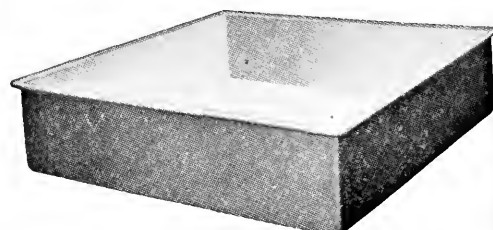
GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x12x5"

12x16x5"	16x20x6"	18x22x5"
18x24x6"	20x24x6"	20x30x6"



TEACHING THE MILLIONS



SLOGAN CUTS NOW AVAILABLE

To help photographers popularize the slogans of the P. A. of A.:

PHOTOGRAPHS
Live Forever

and

PHOTOGRAPHS
Tell the Story

arrangements have been made whereby we can furnish cuts at very low prices for your use. The cuts are furnished in several sizes ranging in from $\frac{3}{4}$ inch to 2 inches in length. In addition to the cuts we can also furnish rubber stamps in various sizes for use on your invoices, statements, finishing envelopes and in many other ways.

The price is so low you will be surprised. Use one or both on every piece of stationery. An illustrated circular showing sizes gladly sent on request.

Here are the names of the firms who have done their part and have contributed:

California

AnSCO Photoproducts, Inc., San Francisco
Aston Photo Shop, San Luis Obispo
Beattie's Hollywood Hi-Lite Co., Hollywood
Harold W. Benjamin, Oakland
Berkeley Commercial Photo Co., Oakland
California Card Mfg. Co., San Francisco
The Cameracraft Publishing Co., San Francisco
Commercial & Photo View Co., Oakland
J. Calvin Cooley, Los Angeles
Defender Photo Supply Co., Inc., Los Angeles
De Forrest Portraits, Oakland
Kathleen Dougan, Berkeley
Eastman Kodak Co.
Electric Blue Print & Photo Co., Oakland
Estey Photo Service, Oakland
Frank Flannery, Berkeley

George P. Gibson, Berkeley
Green's Studio, Salinas
Fred Hartsook
Hirsch & Kaye, San Francisco
Lafayette Studio, San Francisco
Langley Studio, Berkeley
The Louis A. Lauck Co., San Francisco
Lothers & Young Studio, San Francisco
Harold E. Lutes, San Diego
E. J. McCullagh, Berkeley
Morton & Co., San Francisco
Gabriel Moulin, San Francisco
B. B. Nichols, Inc., Los Angeles
Elwood M. Payne, Los Angeles
J. K. Piggott Co., San Francisco
Ford E. Samuel, Oakland
Sponagel & Herrmann, San Francisco
Standard Photoprint Co., San Francisco
Maude Stinson, Berkeley
W. W. Swadley, San Francisco
The Warren Studio, Paso Robles
R. J. Waters & Co., San Francisco
Tracey-Webb Studio, Oakland
F. A. Webster, Oakland
G. Edwin Williams, Los Angeles
Roy A. Williams, Oakland
The Winfield-Kerner Co., Los Angeles
Zellerbach Paper Co., San Francisco

California contributions, at latest report, were slightly over \$20,000, of a total quota of \$31,290.

1 1 1

TAKE A PICTURE WEEK APRIL 24-30

Prepare your windows to cash in on this national publicity plan.

Make every week a picture week in your community. Lane Bros. Window Display Material will keep your windows in attractive condition. A catalogue is here awaiting your request.

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

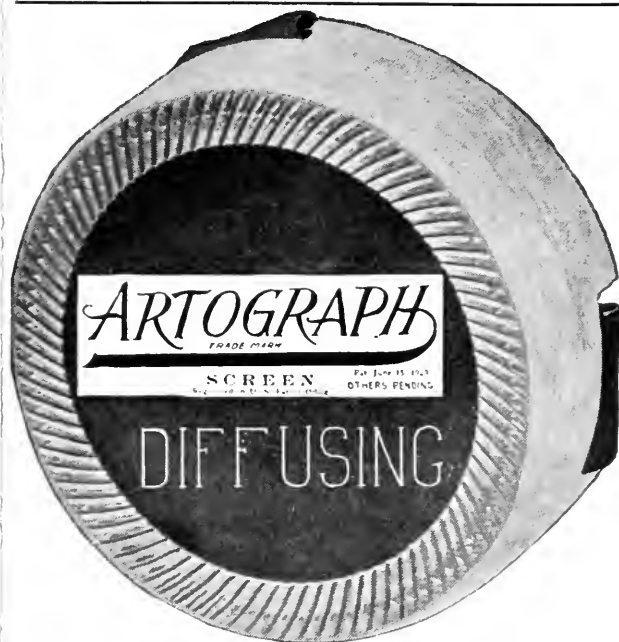
Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Print produced	Price
3 1/4 x 4 1/4 "	3 x 4 "	\$ 2.00
4 x 5 "	3 1/2 x 4 1/2 "	3.00
5 x 7 "	4 x 6 "	3.50
8 x 10 "	7 x 9 "	5.00
10 x 12 "	9 x 11 "	10.00
11 x 14 "	10 x 13 "	15.00



Artograph Diffusing Screen

**Makes Any Lens a Soft
Focus Lens at a Small Cost**

Just slips on in front of your regular lens.

PRICES

No. 1	will fit lens 5"	diam.....	\$10.00
No. 2	will fit lens 4"	diam.....	8.00
No. 3	will fit lens 3 1/2"	diam.....	8.00
No. 4	will fit lens 3"	diam.....	7.00
No. 5	will fit lens 2 1/2"	diam.....	7.00
No. 6	will fit lens 2"	diam.....	6.00
No. 7	will fit lens 1 3/4"	diam.....	6.00
No. 7 1/4	will fit lens 1 7/16"	diam.....	6.00
No. 7 1/2	will fit lens 1 5/16"	diam.....	6.00
No. 8	will fit lens 1"	diam.....	5.00

Money back if not satisfactory after 5 days' trial.

Order from Hirsch & Kaye

For Good Retouching and Coloring
Send Your Orders to

ANNE ROSTON

APT. 42—929 PINE STREET

Phone Prospect 5677

SAN FRANCISCO . . CALIFORNIA

YOU HAVE
A SILVER MINE
In Your Studio

Operate it without labor, odor, or
inconvenience, with

KAN-RITE

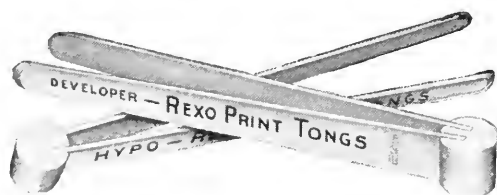
The modern Hypo precipitant, and make

1000% PROFIT

At your Supply House or

Kantro-Gunnell Refining Co.

Portage, Wis.



Avoid stained fingers. Use Print Tongs.
Marked for "Developer" and "Hypo," 25
cents each. Order a set of each today.

**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film.**

Highest Prices Paid

P. H. KANTRO

PORTAGE, WIS.

FATHER'S PHOTOGRAPH

All of us need inspiration and imagination. A friend tells me this: "A number of years ago, upon the death of his father, a young man took over the conduct of an important business. Above his desk he hung his parent's portrait. When trouble brewed, or when there were difficult decisions to render, he would look at the picture and say to himself, 'What would father do?' He was virtually able to think with the brain of his dead father, and would invariably arrive at decisions which he was sure his father would have rendered."

It is often charged that Americans worship nothing but the dollar. It is also frequently alleged that less respect is paid to age in America than anywhere else. Yet I constantly notice that business men, especially business

leaders, have a photograph or photographs on their desks or hanging over their desk. Napoleon is the prime favorite. Lincoln is coming more into vogue. In many organizations founded and built up by one towering figure, it is common for executives to select that figure's photograph for their offices or desks. Not in a few cases, however, you see a father's picture occupying the place of honor—an oil painting of the late J. P. Morgan overhangs the main partner's office in the great banking house.

Is not this a commendable practice? When difficulties multiply, when trials come, when discouragement threatens, it sometimes does help to look upon the face of someone who embodies for us inspiration and courage.—B. C. Forbes, in *Forbes Magazine*.

Someone in the paint and varnish business a few years ago inaugurated a Clean-up and Paint-up week. He should have been knighted, and in England probably would have been. That was a ten-strike for the Paint business—because it made the paint houses clean up themselves.

The Clean-up, Paint-up, Fix-up and Stock-up idea might well be taken up early every year by photographic studios.

DON'T FORGET!

Last month we sent you some timely circulars of useful accessories.

The **Eastman Commercial Camera** for the commercial photographer.

Korona Enlarger, an inexpensive enlarger for negatives 5x7 or smaller.

Dry Mounting Press, that should be in every studio or commercial plant, and a line of **Dark Room Lamps**, always needed in any laboratory.

Don't forget to order a copy of the book **Principles and Practice of Photography**. A good reference book.

PAST DUE—PLEASE REMIT

"Here are a few of the unpleasant'st words That ever blotted paper."

—Shakespeare, 1564-1616.

PROBUS

MAKES YOUR WOOD, FIBRE OR TIN

SINKS
TRAYS
SHELVES

ALKALI, ACID, RUST
AND
WATER PROOF.

THERE IS NOTHING LIKE IT
IT IS MADE FOR PHOTOGRAPHERS AND CHEMISTS
GET IT AT YOUR DEALER.

WOLFF & DoLAN

239 GRANT AVE.
SAN FRANCISCO.

GRAF Variable Anastigmat

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL COMPANY
SOUTH BEND :: INDIANA

Gevaert

Sensitized Photographic Products
FOR PERFECT PICTURES

NOW READY

Our New Combination

Price List and Catalog of Gevaert Products

PAPERS ✦ PLATES ✦ FILMS

A Special Product for Every Specific Need

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THINGS YOU OUGHT TO KNOW



Storage of Chemicals

Chemicals should be stored in well-corked or well-stoppered jars in a cool, dry place because most chemicals are affected by air,

which contains oxygen, carbon dioxide gas, and moisture.

(a) Oxygen readily attacks such substances as sodium sulphite, especially in the presence of moisture, converting it into sodium sulphate, which is useless as a preservative. With crystallized sodium sulphite the sodium sulphate forms on the outside of the crystals as a powder; which may be washed off and the crystals dried. It is less easy to detect sodium sulphate in desiccated sulphate except by chemical tests.

Other substances, which combine with oxygen and are, therefore, said to be oxidized, are sodium bisulphite and potassium metabisulphite and all developing agents such as pyro, hydroquinone, etc., which turn more or less brown, the extent of the color roughly indicating the degree of oxidation.

(b) Carbon dioxide gas combines with substances like caustic soda and caustic potash, converting them into the corresponding carbonated alkalis which are less reactive. If caustic soda is kept in a stoppered bottle the stopper usually becomes cemented fast by the caustic alkalis on glass the inside of the glass bottle containing caustic or strongly carbonated solutions becomes frosted, though the amount of glass thus dissolved away will usually do no harm.

(c) Certain chemicals have a strong attraction or affinity for the moisture present in the atmosphere and gradually dissolve in the water thus absorbed, forming a solution. This phenomenon is termed "deli-

quescence." Familiar examples are ammonium thiocyanate, potassium carbonate, caustic soda, caustic potash, sodium sulphide, uranium nitrate, sodium bichromate, etc., which should be stored in corked bottles and the neck dipped in melted paraffin wax.

As mentioned above, it is difficult to prepare a solution of definite percentage strength from a chemical which has deliquesced, though it is usually sufficient to drain off the crystals, or to use a hydrometer, referring to a table giving the hydrometer readings in terms of percentage strength.

(d) While some chemicals absorb moisture as above, others give up their water of crystallization to the atmosphere, and therefore lose their crystalline shape and fall to a powder and are then said to effloresce," the phenomenon being termed "efflorescence." Some crystals do not contain any water and therefore cannot effloresce.

A very dry atmosphere is suitable, therefore, for storing deliquescent salts, but not for efflorescent salts. The only way to store chemicals is to isolate them from the air by suitably sealing.

Stock solutions and developers should be stored in either large glass bottles, earthenware crocks, wooden vats, or tanks of resistant material, and so arranged that the liquid may be drawn off at the side and near the bottom.

Large glass bottles and crocks should be fitted with a right-angled glass or lead tube passing through a rubber stopper wired to the bottle, the tube being opened and closed by means of a pinch cock clamping on a short length of rubber tubing.

In case a solution such as Pyro has to be stored for a long time and withdrawn at intervals, an absorption bottle containing alkaline Pyro may be fitted at the intake which absorbs oxygen from the air as it enters the bottle after withdrawing part of the solution.

(Continued on next page)

A battery of stock solution bottles may be arranged on lead covered shelves under which a large trough is placed, or the floor may be so arranged as to form a sink so that in case of accidental breakage no serious damage is done. This precaution is of special importance in the case of hypo solutions, which might percolate into various rooms in a studio or laboratory and inoculate them with hypo dust, causing an epidemic of spots.

The actual date of the Crucifixion has been fixed as April 7, A. D. 30, by certain students who base their conclusions on astronomical observations.

FREE DISPLAY CASES

To help our customers increase their sales of photo mailers, we offer to supply, free of charge, a useful display case which will hold 84 mailers of assorted sizes. The photo mailers would cost \$3.15 if purchased separately and a charge of \$2.00 is usually made for the display case. The case and 84 photo mailers will be shipped to you for \$3.75.

DON'T FORGET THE BABIES

The modern studio keeps a card record birthday list which begins with the birth notice in the newspaper and which is subjected to a personal note or telephone reminder every six months.

There may be some timidity on the part of some studios when soliciting the portraits of adults but a solicitation for the baby's picture is a compliment to any father or mother.

The records are probably not available but in the average family more portraits are taken of the children between three months and thirteen years than are taken the rest of their lives, if they keep out of politics and off the stage.

To aggressively develop this child business is to develop one of the most interesting and most profitable parts of the business available for the average studio.

U. S. Stoneware Developing Tanks

Time Savers - Money Makers



Capacity	Inside Measurements			Price
	Length	Width	Depth	
10 gal.	8 in.	8 in.	38 in.	\$17.00
14 gal.	8 in.	9½ in.	42 in.	23.00
18 gal.	10½ in.	9½ in.	42 in.	26.00
20 gal.	16 in.	8 in.	38 in.	27.50
24 gal.	14 in.	9½ in.	42 in.	30.00
24 gal.	11¼ in.	11½ in.	42 in.	30.00
29 gal.	17 in.	9½ in.	42 in.	35.00
48 gal.	20¼ in.	11¼ in.	48½ in.	49.50

Durable and Efficient

Order from

HIRSCH & KAYE—San Francisco

SEEN IN THE GROUND GLASS

The Annual Convention of the Photographers' Association of America will be held at the Hotel Pennsylvania in New York City, July 25, 26, 27 and 28. Additional information can be obtained from L. C. Vinson, General Secretary, 2258 Euclid Avenue, Cleveland, Ohio.

Frank I. Jones and Todd Hazen have sent us a copy of their recent announcement of the opening of what is Portland's newest studio. The studio will be conducted under the name of Hazen Jones Photographers, and if the announcement is any indication of their ability, they are sure to succeed.

Mr. George Eastman, of the Eastman Kodak Company, has been awarded the Progress Medal of the Royal Photographic Society of Great Britain, in recognition of his inventions, researches and other works, which undoubtedly have had a wonderful effect upon the development of photography.

H. S. and Alice Sears, who formerly conducted a studio in Tracy, Calif., now have a rabbit and small chicken ranch near Atascadero, Calif., where they raise thoroughbred stock.

Mrs. R. H. Wilcox, who specializes on children's pictures, in the east bay district, has this significant poem on her business cards.

"I believe all children's good,
If they're only understood,—
Even bad ones, 'pears to me.
'S jes' as good as they kin be!"

The new studio of J. E. Ward in Tulare, Calif., now shares honors with the new T & D Theater as the chief attraction of

the town. The chief difference is that you pay before you enter the Theater while in the studio you pay before you leave. Both show some mighty fine pictures.

"Cove" Martin, of Stockton (Native Son), made his first trip out of the State and headed for the great open spaces where men are men and the women are governors. We last heard from him at Houston, Texas.

A course in modern photography is to be conducted at the University of California during the coming summer session, under the direction of Professor Arthur C. Hardy, of the Massachusetts Institute of Technology. Professor Hardy was physicist for the Eastman Kodak Company for two years and is now consulting physicist for the General Electric Company.

An interesting display of Arnold Genthe's pictures of New Orleans was made in the Paul Elder Galleries, San Francisco. Arnold Genthe, now in New York, was for many years a leading photographer in San Francisco.

Our heartfelt sympathy goes to L. J. Imman of Long Beach, whose mother recently passed away.

J. Bertrand, at one time Cramer Dry Plate representative on the Pacific Coast and now a photographer at Long Beach, is ill with lumbago. Best wishes, Bert.

Geo. W. Steigelman, photographer in Santa Barbara, Cal., died on March 29th. He had been ailing since last September. The esteem in which he was held is indicated by the fact that the photographers of Santa Barbara were honorary pall-bearers.

Success!

No chemicals have ever
been so unquestionably
recognized as standard.

LEADERS in photog-
raphy, portrait, com-
mercial and finishers, all con-
tinue in ever increasing
numbers to make

Mallinckrodt

Photographic Chemicals
their preference. These
“men who know” have
learned from experience of
the added efficiency of these
superior chemicals.

Whether you do a large
business or a small one, try
these perfected chemicals and
see for yourself how fine
they are.

Mallinckrodt

PHOTO CHEMICALS
“PHYSICALLY
AND CHEMICALLY
CONTROLLED”

Write us about our group
sample offer.

MALLINCKRODT CHEMICAL WORKS

St. Louis · Montreal · Philadelphia · New York



“JERRY’S” CORNER

By HIMSELF

Since I handed in my article on man last month I’ve had no end of trouble. As soon as last month’s FOCUS was handed out in the office all the stenos, billers and what nots jumped on me for leaving out the ladies.

✓ ✓ ✓

Hell hath no fury like a woman scorned, and there is only one way I can square myself, so I’ve collected some remarks, wise and otherwise, by some smart people, including myself.

✓ ✓ ✓

Manv a man has been fooled by the light that lies in woman’s eye, and lies—and lies—and lies.

✓ ✓ ✓

The color scheme of many a woman consists of keeping her age dark and her hair light.

✓ ✓ ✓

As long as she can fascinate man, no woman really worries about her age.

✓ ✓ ✓

A woman may diet at home, but she never diets at a hotel where they charge 50 cents for a dish of ice cream.

✓ ✓ ✓

“The woman pays”—but why is man always broke?

✓ ✓ ✓

About the only thing left that will make a flapper blush is rouge.

✓ ✓ ✓

It’s easier to kiss the girls than it was in grandpa’s day, but it’s harder to stay on the road.

✓ ✓ ✓

Women’s feet are getting larger because they are trying to fill men’s shoes.

Three good methods of communication: Telegraph, Telephone, and Tella-woman.

✓ ✓ ✓

They tell us men and women sprang from monkeys. If that’s true, the women sprang further than the men.

✓ ✓ ✓

A woman’s tears and a woman’s smiles make the rainbow.

✓ ✓ ✓

A woman’s vocabulary has been estimated as only 700 words, but think of the turn-over!

✓ ✓ ✓

We young fellows see more of the ladies than our grandfathers did.

✓ ✓ ✓

When you see a modern woman sewing tiny garments, she’s sewing her own.

✓ ✓ ✓

Lots of men have quit smoking because it’s too effeminate.

✓ ✓ ✓

Four queens will beat four (4) jacks any day.

✓ ✓ ✓

Any man who will argue with a woman either lacks experience or wants to kill time.

✓ ✓ ✓

It’s a woman who holds the world’s diving record. She jumped in the ocean at Long Beach, California, and came up for air at Nogales, Arizona. Yeh—that’s the one.

✓ ✓ ✓

California’s lemons are sun-kissed, but her peaches are son-kissed.

✓ ✓ ✓

So here’s to the girls that are good, but not too good, for the good die young, and I hate a dead one.

JERRY.

SHORT FOCUS

The originator of cold storage died the other day in London. He is survived by a large number of eggs.

—*Philadelphia Public Ledger*.

Join the Marines and get a view of Nicaragua.—*Boston Globe*.

Americanism: Passing a law and believing the reform is accomplished.—*Omaha Bee*.

The bear in the Edinburgh Zoo that devoured a bag containing fifty pounds in treasury notes has become an object of morbid interest to crowds of Scottish sight-seers.—*Punch*.

Several people are asking what we got out of the war—but after all, the main thing is that we got out.—*London Ideas*.

It cost the Japanese Government \$2,000,-

000 to give the late Mikado a proper funeral. When a Japanese taxpayer cries "Long live the Emperor!" he means what he says.—*Spokane Spokesman-Review*.

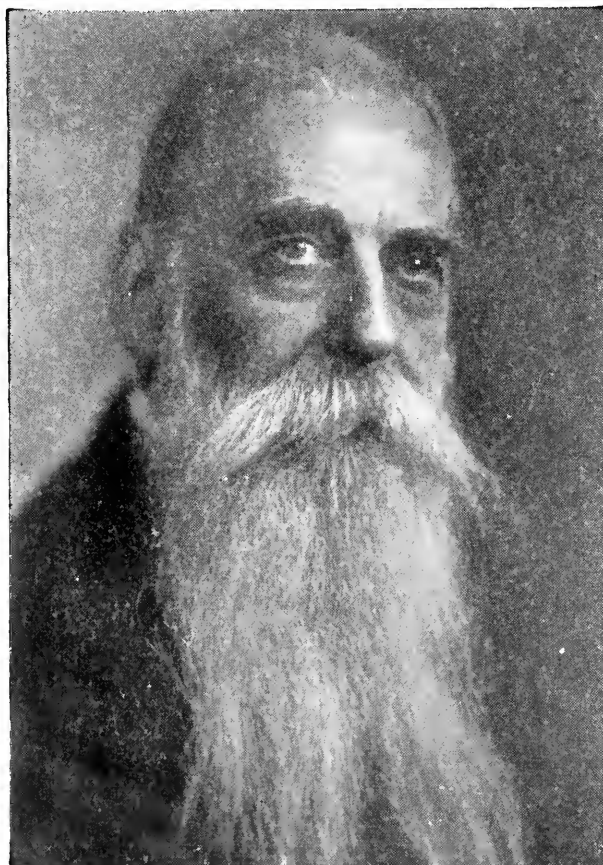
New England is a slow, backward, unenterprising section which didn't have a single bank failure last year.—*Dallas News*.

A gentleman is a man who agrees with you.—*Chronicle Telegraph of Quebec*.

Montana proposes to make gun toting a felony. Alas, the effete open spaces.

—*New York Sun*.

You can always tell the conservative side in Central America. It's the one guarded by six U. S. Marines.—*Birmingham News*.



IKE HOWARD

Negative by
A. B. Cornish

The
Bausch & Lomb

Sigmatar
Portrait Lens

combines speed and long focus to give perfect portraits that have brilliancy and true perspective.

Speed

f:4 f:4.9

Focal Lengths

16 inch - 19 inch - 22 inch

Taken with
19" Sigmar

Waking up the Public

Right in line with the forthcoming national advertising campaign of the P. A. of A. is the following clipping sent us by Carl K. Frey, Utica, N. Y., who writes that his town is blessed with a good Chamber of Commerce which works for the best interests of the city, and with two newspapers that believe in giving the photographer a lift now and then. The following, which appeared editorially, is the sort of publicity that could well be fostered by the publicity department of the national association, and we ourselves believe that many a newspaper would be glad to give it space, if properly approached. It appeared in the *Observer-Dispatch* of Utica:

The Moss-Covered Photo

Getting one's picture in the paper these days is not an unusual event. It happens in the best of regulated families. People die, are elected to office or the chairmanship of this or that, are promoted, move out of town or take up some new activity. Any one of these events may call for a news article and an accompanying cut.

Now the editor is not responsible if a fine and touching obituary of a venerable citizen follows the photograph of the same gentleman taken when he graduated from college.

Nor is the editor to blame when a laudatory article richly deserved by some prominent man is accompanied by a cut made of the hero in his salad days.

Yet it frequently happens just as we have described the situation. Stale news about a man or woman in the public eye is never printed. But the mildewed photograph is used, if no other is available, because it is better than none.

To the great, the near-great and the would-be-great we recommend the action of the son of a Western Senator who sent to the editor of an Eastern news-magazine an up-to-the-minute likeness of his father, with the request that this photograph be used in any future demand for the Senator's picture in print.

We can think of a number of important and prominent persons in our community who owe the photographer a long-deferred visit.—*Abel's Weekly*.

KEEP THIS DATE OPEN

The Fourth Annual Convention of the P. I. P. A. will be held this year at the Ambassador Hotel, Los Angeles, September 14-15-16.

NEW HEADS FOR OLD

The Pako Company announce they will rebuild and supply new parts to the head of your Pako Printer, Model A and Model B for \$22.50. This service will put your printer in condition like new and will take care of you during the busy season.

TO CLEAN PAKO CLIPS, HANGERS, ETC.

Get a good sized kettle or vessel—one large enough to hold a rich solution of Lux and water, plus the equipment to be cleaned—and when the vessel is loaded with aforesaid Lux (no charge to Lever Brothers), water and equipment, place it over a gas plate and bring to a boil. This periodical cleaning will add a great deal to the service life of this dark room equipment and save many a shekel for the affluent owner and proprietor of said equipment.

EASTMAN SILVER NITRATE

Is made only from the purest silver bullion and nitric acid. After evaporation the crystals formed are washed, dissolved, and re-crystallized. This process is repeated again and again to remove even a trace of any foreign substance. The crystals are then twice thoroughly dried before weighing so that you pay for nothing but silver nitrate.

The price is moderate and strictly in accord with the market price for silver bullion. You cannot get better value.

OTHER ENGRAVING MATERIALS

Eastman products also include Process and Panchromatic Film and Plates, Color Filters, Complete Collodion, Iodizers, Stripping Collodion, Rubber Solution, Topping Powder, Hard Varnish and Engravers' Proofing Paper. Each article leads in its class and can be obtained from Hirsch & Kaye.

April Fool's Day originated in an ancient pagan festival, such as the Huli festival of the Hindus, or the Feast of Fools, celebrated by the Romans on February 17.

One of the New Spring Styles



The MOHAWK

Brocadeen stocks (new) in Grey and Beutrablend—good weights.

For Insip Prints.....	2x3	3x4	3x4½
Priced per 100.....	\$5.75	\$6.75	\$7.75

Specially good right now for school work.

Samples of both colors for five 2-cent stamps, and we will include for good measure, samples of two other spring styles also for small work—just the type of mounters you need at this season of the year.

SAMPLE OFFER S-1



TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

CHICAGO :: ILLINOIS

The Leading Card Novelty House of America

THE BARGAIN COUNTER

Our annual Bargain List has been mailed to you, and should now be in your possession. The usual Bargain Page is therefore omitted this month but will be resumed in the May issue of THE FOCUS. Meanwhile act quickly.



LISTED AT THE SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

You can now buy one of the oldest studios in Oakland, right on Broadway. Information through Box 2098, THE FOCUS.

✓ ✓ ✓

Studio close to Stanford University offered for sale because of continued sickness. Studio established long time. Box 2104, THE FOCUS.

✓ ✓ ✓

Here's a small studio in southern Idaho. Good location, low rent, large rural clientele. Price only \$400.00. Box 2108 THE FOCUS.

✓ ✓ ✓

For sale, old established studio in town of 3000 people in Sacramento Valley. Best farming community in the State. Several small towns near by with high schools to draw from. Low rent, well equipped and convenient. Owner has interests elsewhere and must sell soon. A bargain. Box 2110, THE FOCUS.

We know of a live town in northern California in which there is now an opening for a photographer. Details on application to Box 2118, THE FOCUS.

✓ ✓ ✓

There is a good receptionist on our list. Comes well recommended. Her name furnished on application. Box 17, THE FOCUS.

✓ ✓ ✓

Here is a good position for a man and wife in Yosemite Valley. Living quarters procured. Work calls for photo finishing and outside viewing. Box 116, THE FOCUS.

✓ ✓ ✓

One of the oldest and best established studios in San Francisco is listed for sale. There are 33,000 negatives on file, and the lease on the studio still has eight years to run. Additional information can be had from Box 2076, THE FOCUS.

NOKO PAPER

For Photo Finishing
and Commercial Work

NOKO is the outstanding success of recent years in photographic paper for the uses named. In speed, latitude, quality, uniformity, and mechanical performance it has appreciably raised the standard for papers of its type, enabling finishers and photographers to turn out the highest class of work at a dependably low cost in production.

Surfaces: Noko B (Glossy for ferrotyping and rack dryers); Noko R (Glossy for belt dryers); Noko A (Semi-Glossy).

Grades: Hard, Medium, Soft, and Commercial Soft. All supplied in both single and double weight except the R surface, which is supplied in single weight only.



Correspondence invited



Samples to studios and finishers on request



Address: Paper Division

ANSCO PHOTOPRODUCTS, Inc.

BINGHAMTON, N. Y.

RAINBOWS

From Our Daily Mail

The following letter was recently found on Mr. Wolff's desk:

Mr. Wolff:

What's wrong? Everybody has their FOCUS but me.

Notice, I said, Mr. Wolff. Now you're sorry. I don't know that I ever done anything that I should be treated this way.

Of course I'll admit I haven't paid up on subscription.

I don't deal with you. But there's a reason. Several, in fact. One is you make me pay—and—I don't like that. But I do enjoy reading what you write about yourself in your own paper. That's the only paper that would risk publishing your picture.

NUF SAID.

In his defense we must say that the article was not written by Mr. Wolff, and was done without his knowledge. As for the customer who doesn't deal with us because we make him pay for what he buys, we wish we had a few more like him.

✓ ✓ ✓

Dinuba, Calif.

.... Say, ain't it great to be alive these days, get outdoors, let the rain drip from your nose, or dribble down the back of your neck, and have your wife "howl" because your muddy feet leave tracks all over her rugs—eh, what?

PHOTO ART SHOP.

✓ ✓ ✓

Red Bluff, Calif.

.... Speaking of the FOCUS, it is looked forward to now with as much interest as most of the old time magazines and journals. It is indeed a compliment to the "House" and the men who have placed it in existence.

CHAS. I. RICE.

✓ ✓ ✓

Another customer, Mr. E. L. Pagni, Sonora, Calif., ordered 50 lbs. of Hypo, which would be two pails. These would cost

\$3.70 but a 100 lb. keg would be only \$4.30, and when we explained this to him he ordered the keg, and later wrote: "I received the motion picture film and Hypo O. K. and enclose my check in payment. Thank you for your considerate service."

✓ ✓ ✓

Not long ago, the printer in the Grady Studio, Seattle, ordered a gross of Ansco Silko paper, which was so urgently wanted that air mail delivery was requested. A little figuring showed it would cost about \$12.00 to make shipment, so we shipped special delivery, special handling at a cost of about 40 cents above regular postage. The package arrived promptly and this is what Mr. Grady wrote:

"Wish to thank you for protecting me against the exorbitant air mail charge on the Silko paper. I consider that a real service, and after all, that is about all any of us have for sale.

✓ ✓ ✓

Santa Rosa, Calif.

Dear Sirs:

Enclosed find my check to balance my account. Accept my thanks for the kindness your house has shown me in your dealings.

I have sold my plant to a Mr. Wager of Ukiah, Calif.

Remember me to Mr. Bush.

A. WALTER.

✓ ✓ ✓

PRETTY SOFT

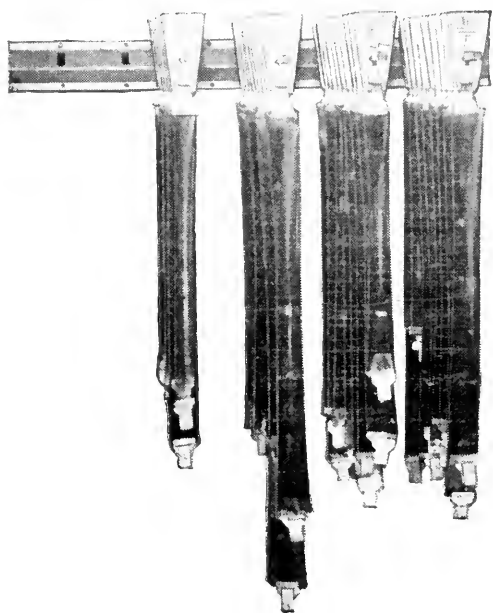
Just before closing, we received this telegram:

"Ship three dozen eight by ten commercial arthur pillows immediately.

W——— Studio."

As we crawled between the sheets that night the knowledge of prompt shipment of commercial ortho films was a comforter to us.

MULTIPLE ROLL HANGERS



The Pa-kO Multiple Roll Hanger consists of a number of movable units mounted on a supporting rod. The units answer a double purpose. First, the upper part is designed to hold the order corresponding to each film. This method eliminates numbering or marking the roll for identification, since the order **accompanies** each roll through the processes of **Developing, Fixing, Washing and Drying**.

Second, the lower part of each unit holds a film through the entire dark room process, rendering unnecessary any individual handling from the time the roll is taken from the spool until it is dry.

Stock Sizes

No. 10—10 units, for tanks 12" wide	\$ 3.00
No. 18—18 units, for tanks 21" wide	5.40
Outfit "A," comprising 5 No. 10 Hangers and 2 loading brackets (50 roll capacity).....	15.00
Outfit "B," comprising 5 No. 18 Hangers and 2 loading brackets (90 roll capacity).....	27.00
Loading Brackets, each.....	.75
Wall Racks for suspending hangers while films are drying, each.....	.75



**Reduced prices on
MAZDA LAMPS**

Order from
HIRSCH & KAYE

PA-KO CLIP

(With the Bull Dog Grip)

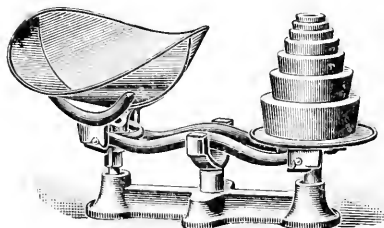


These Film Clips are constructed of monel and 18 gauge nicked brass. Its 2-inch alligator jaws perforate the film end in five places, reducing the danger of losing rolls to a minimum. The jaws open $\frac{1}{2}$ " for easy loading, while an automatic stop keeps the film from being inserted too far. The peculiar construction prevents the film from coming in contact with a flat surface, and overcomes the tendency to adhere to the clip. The Pa-kO Clip is heavy enough for an ideal "weight" clip, and is used as regular equipment on each roll hanger unit.

Prices

	Per Doz.	Per Gross
Pa-kO Clips, nicked brass..	\$1.25	\$12.00
Pa-kO Clips, monel metal....	3.50	40.00
Pa-kO Weighting Rings— (used on 12-exposure rolls when doubled	2.25	25.00

H. & K. SODA SCALE



The H. & K. Soda Scale is designed for use with bulky chemicals, capacity $\frac{1}{2}$ oz. to 4 lbs. Price, \$4.00.

Professional Defender

For Portrait Prints in
black or Sepia

Professional DEFENDER has a flexibility of interpretive value that richly rewards the photographer who carries his tests beyond the point of merely producing good portrait prints.

It is this feature of the paper that explains why so many makers of distinctive photography are Professional Defender enthusiasts.

Ten surfaces—for black and white or sepia—including *Silk* and *Veltex*.

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER

Highlight detail—
shadow detail—
and all the tones between

That sums up, in the fewest possible words, the quality that has popularized film with professional photographers who formerly used plates.

EASTMAN PORTRAIT FILM

Par Speed - Super Speed
Uniform Quality

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

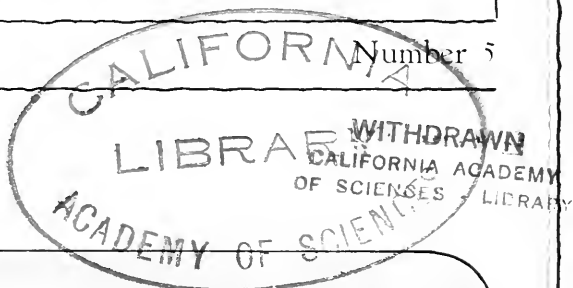
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

MAY, 1927

Number 5



International Newsreel Photo.

Captain Ariel Vargas, International Newsreel camera man, taking movies with his EYEMO camera in the third line trenches of General Pei-Fu on the battle front, Chinese War.

PHOTOGRAPHS
Tell the Story

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

MAY 26 1927

Agfa

Portrait Film

Gives dependable service Summer and Winter. Color sensitive enough for the occasional "commercial" job and brilliant enough for the most exacting portrait requirements.

AGFA Rollfilms and Filmpacks are made with the same care as the Portrait and other cut films. The packs are used by News and other Professional Photographers everywhere.

Our Amateur Contest and general publicity make AGFA a profit builder for the dealer.

Let us tell you about our complete plan of co-operation.



AGFA PRODUCTS, Inc.

116 East 13th Street, New York City

CHICAGO, ILL.
180 N. Wabash Avenue

ATLANTA, GA.
48 Auburn Avenue

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

MAY, 1927

Number 5

✓ IN THE PROFESSION ✓

LOS ANGELES



Photographers (real and would be) will be interested in this man. He is Fowler Sturgis, who conducts a night school of photography at Los Angeles. (See

advertisement on page 20.)

The son of a portrait painter, his first connection with photography was thirty-one years ago, as wet plates and albumen papers were going out of style. From there on his training and experience have kept pace with the profession and he can speak with authority on any phase of the work. For years he has been associated with such studios as Frank Schumacher, Chas. Coules, Geo. Steckel, Bushnell, Evans and Witzel. In addition he has had seven years of motion picture training.

His method of teaching is individual and direct. Any one desiring training should arrange for a course, even if necessary to temporarily board with a cousin, aunt, mother-in-law, or what have you.

In a recent letter he tells us, "I read the FOCUS and must say I think it the most wide-awake and snappiest periodical on the market."

"The success of any business, large or small, depends on the personal ability of its management to get things done."

HOT AND COLD

"I have traveled over the whole world," said the boastful explorer, "and seen many strange things. I have been where it was so hot I had to remove my flesh and sit in my bones and I have been where it was so cold that words froze as they were spoken and could not be heard till the following Spring."

"I can readily believe you," said Shi Yi Ki. "I know nothing of hot weather, but in Thibet there is a village in the hills of Yu Nan where the cold is even as you say. The language freezes and flows down into a neighboring village where it is caught and passed through a separator and put to various uses. The talk of the politicians is used to drive the windmills. The words of the wise are made into precious stones. The talk of the foolish is ground up and fed to the asses and they greatly enjoy it. Even the yowling of cats, the growling of dogs, the braying of donkeys and the cackling of geese is utilized, for they mix these and from them construct a species of jazz music for which the village has become famous."

"And the words of the advertising men and printers?"

"The common sort are made into fertilizer," said Shi Yi Ki, "and add greatly to the fertility of the soil. The better kind are made into tonics, which are applied to all forms of business."

"And the names of these villages, Shi Yi Ki?"

"The first is Ima-li-Yah, and the second is So-ah-You."

a "Battery" of Lenses

(At the Price of Only One)



THREE different focal lengths and angles of view are instantly available to the fortunate owner of the grand old Convertible Turner-Reich Anastigmat $f:6.8$.

It is truly one of the world's great lenses—the most useful type of lens for the greatest variety of work.

Patented in 1895 by Messrs. Turner and Reich of the original Gundlach Company, the good old "T-R" yearly gains more firm friends among pho-



Turner-Reich

Convertible Anastigmat $f:6.8$



tographers who appreciate the value of a lens that meets and masters every emergency.

Write for the
Complete Gundlach Catalogue

*Since 1884, manufacturers of
Fine Cameras,
Lenses and Apparatus*

**GUNDLACH-MANHATTAN
OPTICAL CO.**

912 Clinton, South, Rochester, N. Y.



TO MAKE SQUEEGEE WORK SAFE AND EASY

— USE —

PEEP O DAY and YALE CLOTH

Either one works satisfactorily and unfailingly by itself
—but the combination of both is best

For Sale by HIRSH & KAYE, San Francisco

For Home Portraiture and Home Movies "Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.

A JOB FOR ONE IN A MILLION

Ten years ago the science of aerial photography was virtually unknown beyond the battle lines of the war, where it played a vital role. Yet even then there were young Americans who, looking into the future, saw a great opportunity for peacetime use of pictures from the sky.

Today scores of these eagle men are flying over the countryside with their remarkable cameras; some of them so high that, while they can peer down through lenses and make visible, permanent records of your house and lot, office or factory, they are completely lost to your sight from below! Braving all weather, risking the bumping of winged ships in tricky air currents, trusting their lives to the smooth running of machinery, often facing the peril of a forced landing in the wilds, they are performing a service of ever-increasing value.

By mapping entire cities from the air, they have revealed at a glance solutions to difficult problems of traffic and city planning. In the role of timber cruisers, they have surveyed and mapped thousands of square miles of forest lands, not only charting the locations of varieties of timber, but making possible an actual count of the standing trees.

They have aided in planning great industrial plants; laid down the right-of-ways for power lines, charted fire hazards, solved the tangle of railway terminals, charted golf courses, promoted real estate development. And, finally, they have penetrated remote and unexplored regions, bringing to light vast resources of unused power and wealth. All these things have been made possible by the invention of marvelous automatic cameras, under the long-range scrutiny of which no detail can escape.

One of the most remarkable and valuable of all the achievements of this new engineering science was the mapping of Greater New York from the sky—a task that required some 3,000 miles of flight and embraced a territory of 625 square miles. In all, 2,000 separate exposures were required to include the city's five boroughs. But when matched together to form a map,

true to scale, the photographs portrayed in minute detail every building, thoroughfare, nook and corner of the great metropolis; even hurrying crowds and traffic congestion were plainly visible.

Aerial photography is no one-man game. It is an extremely exacting business which calls for perfect teamwork between pilot and camera man. They share adventures and dangers together. They must combine courage and resourcefulness with quick wit and scientific accuracy.

If you could travel with them on one of their mapping trips, you would realize quickly why these qualities are needed. The pilot must guide his plane back and forth along imaginary parallel lines or "strips" until the entire area to be surveyed has been photographed. As he flies, a long roll of photographic film passes automatically through the camera and is exposed automatically at regulated intervals, producing a succession of photographs. The procedure, in effect, is the reverse of that for a motion picture; the camera moves, while the objects are stationary.

Since all the photographs obviously must be to the same scale, the first job of the pilot is to keep his ship always at the same altitude—no mean task when you consider that the air is full of invisible bumps and pockets. Moreover, to keep to his imaginary line, he must make allowances for side drift in a cross-wind; sometimes he must "crab" along his imaginary guide line with the plane pointing in an entirely different direction. Add to that the jobs of constantly checking his instrument dials and gauges, guarding against rocking and pitching, maintaining a constant speed, and at the same time craning his neck over the cockpit to get his bearings, and you'll see that almost any other kind of driving is child's play in comparison. As one photo pilot expressed it:

"If you really want to know what it's like, try walking sideways on stilts along a crack in the floor while viewing the crack through the small lenses of binoculars!"

(Continued on page 9)

GRAF Variable Anastigmat

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

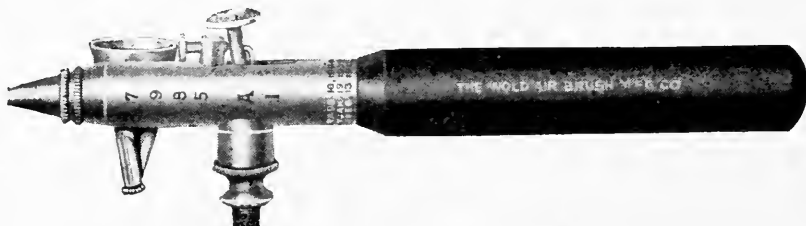
FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL COMPANY
SOUTH BEND :: INDIANA

Necessity for the Photo Retoucher The WOLD Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.
2173 N. California Avenue CHICAGO, ILL.

TOZOL

This developer, formerly made by the Eastman Kodak Co., is discontinued, but any one accustomed to its use can still continue by the use of:

Elon 1 part.
Hydrochinon E. K. 4 parts.

Order your chemicals from **HIRSCH & KAYE.**

LET US HELP

Many studios plan to enlarge their facilities for handling photo finishing and commercial work. This is indicated by our daily correspondence.

Perhaps you likewise plan to remodel or reorganize your studio. If so, you can feel free to ask us for any help you may need. Suggestions as to layout, dark-rooms routine, and equipment cheerfully given.

· ADAH MERLE HURLBUT ·



Adah adds her initials to a great many Hirsch & Kaye letters—down in the left hand corner. This act catalogs her as one of the secretaries—a master of the hensch-scratch language and the celluloid keyboard.

Life for this young lady has moved rapidly and she has crowded a wealth of experience into her—let us say—twenty-four years.

In school she majored in physics and chemistry, and admits having graduated from Fremont High with scholastic honors.

When the War in Europe broke out she went to Canada to help her father farm a 640-acre wheat ranch. At times when the hail storms spared the crops they were busy and prosperous. On other occasions things were not so good.

One of their greatest problems was securing farm help and for several years their only assistance was that given them by Austrian prisoners of war through the co-operation of the Canadian Government.

Often it was necessary for Adah to

spend many hours a day astride a pony, herding cattle and overseeing the work of the prisoners.

After the war she returned to California and, after a period of study, graduated from the State Teachers College and passed the Teachers Civil Examination. Thus she became a full fledged school "marm."

Her most interesting teaching appointment she describes as a little one-room school in the wilds of Madera County—forty miles from the Yosemite Valley. She laughs in stating she did not see a house in six straight months, other than her own and the school building. Later she taught at Riverbank, near Modesto, and then returned to San Francisco. After another term or so of teaching she took up secretarial work and we next find her taking a whirl in the commercial world. Thus we record the passing of a school "marm."

She loves the open country and the trails that lead from the beaten path. Campfires and roundups intrigue her. Her choicest memories have to do with the hours spent in the saddle; the endless rolling plain before her, the cattle browsing lazily in the sun.

· PHOTOMATON ·

"The average inventor has a hard life and it is a rare instance for him to reap the rewards of his invention as I have done." So said one Anatol Josepho of New York, last week, a few moments after pocketing a slip of paper upon which were written the idyllic figures \$1,000,000. His invention was a "quarter-in-the-slot" machine. Out of it comes, not gum or hairpins, but a strip of eight sepia photographs, each 2 in. x 1½ in., showing the quarter-dropper in whatever eight poses it has pleased him to strike. The pictures are photographed direct upon sensitized paper. To make a strip of eight pictures requires only eight minutes. A syndicate of men successful enough to know a real gold brick when they see one—including one time Ambassador to Turkey Henry Morgenthau, President James G. Harford of the Radio Corporation of America, John T. Underwood (typewriters), one time Vice-President Raymond B. Small of the Postum Cereal Co.—had bought Inventor Josepho's

device outright, also retaining him as technical adviser and vice-president of their company, Photomaton, Inc. Soon street sheiks, titian cashiers, small-scale honeymooners and spreeing butter-and-egggers will start raining quarters into Vanity Fair's newest coffers, to make sure what they look like. In six months, 280,000 people have patronized the first Photomaton studio, on Broadway, including Governor Smith, who played there for an hour, and Cinema Tsar Will H. Hays. Business may get bad for passport artists and proprietors of half-moon parlors. Photomaton, Inc. looks for lively trade from police departments, commutation ticket offices, license bureaus—wherever quick recording and identification are needed. Meantime Inventor Josepho, who is a Socialist, only three years removed from penniless Russian immigrancy, will act consistently. Half of his million he will devote to general charity; half "to helping my brother inventors to similar success."—*Time*.



90-100

Here's a wide angle lens that has good speed, covering power and a 90° angle.

The Series IIIa Extreme Wide Angle $f12.5$

Its definition and large circle of illumination can be utilized on a plate a size larger by stopping the diaphragm down, thus giving an angle of 100°. Priced within the reach of all.

Detailed information upon request.



BUY AMERICAN-MADE GOODS

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

ONE IN A MILLION

(Continued from page 5)

Small wonder experts say that only four or five out of every hundred trained airmen can become photographic pilots.

In the routine of their work the aerial map makers have come upon more than one astonishing discovery. A short time ago, for example, photographers flying on a survey over Connecticut, succeeded in lowering the tax rate in five towns by discovering and locating "lost property" which had escaped the tax assessor's list. When the photographs were developed, they disclosed hundreds of houses, barns and other buildings on which no taxes had been levied. In one town the aerial survey revealed 1896 buildings, including 248 stores on the main street, which had gone tax free, with the result that the camera men were instrumental not only in cutting the taxes of individual residents, but in adding millions of dollars to the public treasury.

✓ ✓ ✓

SHORT FOCUS

The powers have thrown a bull to the China shop.—*Philadelphia Public Ledger*.

✓ ✓ ✓

This is a man's world. A woman pays \$20 for a permanent wave, while a man gets a permanent bald spot for nothing.

—*Detroit News*.

✓ ✓ ✓

At a bankers' dinner table the other evening a banker read a bad poem that he wrote, and nothing was done about it. But just let a poet write a bad check!

—*New York American*.

✓ ✓ ✓

The number of college men in Sing Sing is increasing rapidly. Warden Lawes is reported looking for a good football coach.—*New York Sun*.

✓ ✓ ✓

The money that makes money is the money that makes work.

—*Boston Transcript*

✓ ✓ ✓

Edison didn't get his reputation by inventing excuses.—*Washington Post*.

VENTILATION NOW POSSIBLE

The average workroom is poorly ventilated which results in decreased efficiency in your work, spoiled paper, and generally unpleasant surroundings.

To overcome this condition we supply the Dark Room Ventilator, which can be installed in the transom or wall, a door, admitting air but no light. 12 inches long, 24 inches wide, 1 inch thick, finished in enameled maroon. \$5.00 each.

✓ ✓ ✓

EYEMO MOTION PICTURE CAMERA

The Eyemo Camera, illustrated on the front cover, has many unique features.

A strap and a wooden handle enable you to hold the camera in a steady position under any condition and the camera is sighted like a sky-glass when being used.

Regularly supplied with f2.5 Taylor Hobson Cooke lens, any preferred lens may be fitted. No cranking, as the camera has a spring motor that will uniformly expose 50 feet of film at one winding. It uses 35 m.m. (standard) film, in 100 foot rolls, daylight loading.

An interesting leaflet, with all particulars cheerfully sent on request. Price, \$285.00, includes a substantial case.

✓ ✓ ✓

RUBY AND AMBER LAMPS IN 75-WATT SIZE

These Mazda Lamps are made of naturally colored Ruby and Amber glass, and are tipless. Ideal for flood-lighting large workrooms or under conditions where the usual size lamp is insufficient.

75-watt Ruby Lamps.....\$1.65

75-watt Amber Lamps..... 1.65

✓ ✓ ✓

EXTENSION CABLE RELEASES

An extension to your cable shutter release will permit you to work at greater distance from your lens. An ingenious clamp readily fastens the release to the release of your shutter. Furnished in two sizes:

9 foot extension release.....\$2.50

18 foot extension release..... 3.50

✓ ✓ ✓

Anybody who has ever tried to argue with one Chinaman over a laundry ticket realizes the futility of arguing with 400,000,000 Chinamen on foreign policy.

—*Dallas News*.

Sterling Developing Tanks Will PAY YOU



SAVE TIME,
MONEY,
SOLUTIONS

Large Capacity
Low Cost
Best Results

AMATEUR FIN-
ISHING OUTFITS

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

Demand Sterling

(The name "Sterling" is stamped under rim of every tank.)

Made in two sizes
5x12x42" tanks hold 10 gallons.
8x12x42" hold 17 gallons. Both Blue and White tanks.

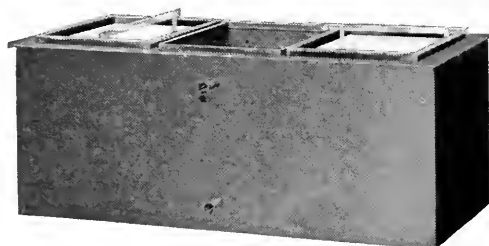
Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name.

"Pioneer Tank Builders"

BEAVER FALLS, PA.

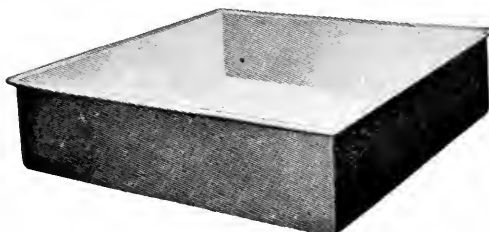
GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x12x5"

12x16x5"
18x24x6"

16x20x6"
20x24x6"

18x22x5"
20x30x6"

SPEED for BETTER RESULTS

HAMMER PLATES

with shortest exposure and least effort, produce negatives of highest quality. Speed, Uniformity and Brilliancy are their chief characteristics.

COATED ON EXTRA SELECTED, CLEAR,
TRANSPARENT PHOTO GLASS.

*Hammer's Booklet, 10th edition,
sent on request.*



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

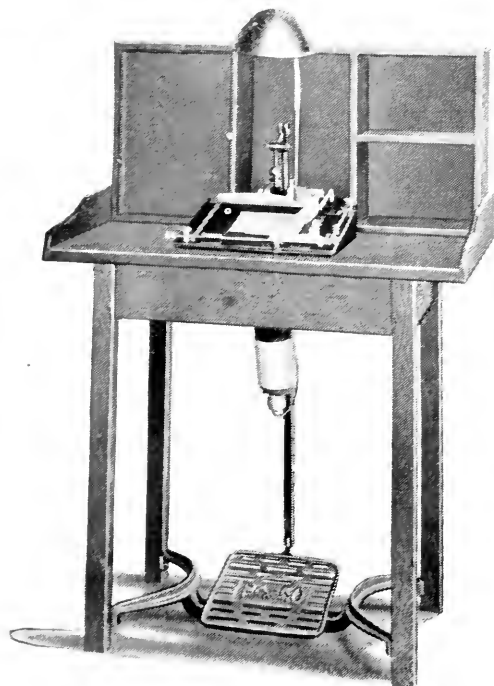
New York Depot, 159 W. 22nd Street, New York City

PRINTERS

We handle a large assortment of Printing Machines both for professional and amateur printing and have special circulars on the different makes which will be furnished upon request.

PA-KO MODEL B PRINTER FOR SPEED AND RESULTS

The Pa-ko Amateur Printer needs very little introduction. In the Model B we offer the same features and built-in values as were incorporated in the earlier Model A, in addition to several refinements in the masking and negative holding devices to



provide for the more accurate margins and registration now required for pre-trimming, and for the making of no-margin prints. The Model B Printer is handsomely finished and is built to last. All parts are interchangeable. Floor space required, 33 in. x 24 in. Net price, with table and cabinet but without lamps, \$100.00.

KODAK SERVICE PRINTER

In this new printer operation is swift, untiring; illumination is strong; construction is rugged.

It accommodates negatives up to 5 x 7 inches and a set of eight, fixed-opening

negative masks is furnished. Adjustable masks are provided, as well. These are marked and notched for use in the standard negative sizes. The paper guides are readily adjusted for white margins.

The platen is of the one-piece type and locks in place if long exposures are necessary. It operates easily and once released



and started upward, it is carried automatically to the limit of motion by springs.

Another distinctive detail of the Kodak Service Printer is the paper clamp. This takes hold of the paper as the platen descends, allowing ample time and space for withdrawing the hand.

Pressing down the platen handle puts negative and paper in contact over their entire areas and automatically switches on the printing light. The switch is positive in action and durable in construction. The printing light is a 150-watt type C lamp (not supplied).

While you will ordinarily print from single negatives, printing from the uncut film strip is entirely practical.

The numbering stamp—one of the outfit's highlights—combines the advantages of metal construction with a rubber inking surface. The stamp is quick changing, inks automatically, numbers from 1 to 9,999.

A standard Veeder counter, automatic in action, registers from 1 to 99,999, advancing one number each time the platen is pressed down. Price, \$80.00.

PROFESSIONAL SERVICE

Duncan G. Blakiston
Portrait Painter

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures.

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PORTAGE, WIS.

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A SILVER MINE
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Operate it without labor, odor, or
inconvenience, with

KAN-RITE

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Diffusatone Screens
Square Screen Holders
Razor Blade Trimmers
Direct View Finders
Retouching Lens Holders
Roller Blind Shutters
Auxiliary Lens Outfits
Inactin Ruby Lamps
Thimble Plate Lifters
Lens Board Couplers
Movie Film Inspection Glasses



HIRSCH & KAYE

Photographic Apparatus and Materials

239 Grant Avenue • San Francisco

·

PRINT WASHERS

·

PA-KO WASHER



In the way of Print Washers, we handle practically every known Print Washer of merit: in fact, too many to describe in

this book. Special literature, however, of the different ones we handle will be cheerfully furnished upon request. Foremost among Print Washers is the Pa-ko Motor Driven Washer, and one cannot make a better investment than to install one of these. The drum rotates and keeps the prints in circulation in the water, automatically preventing their sticking together. A foot treadle raises the drum to a convenient height for removing prints. The tank cylinder door when open acts as a draining tray for wet prints while a new batch is being put in for washing. Large sized drum has a capacity of 250 average prints per load with an approximate speed of 1,000 perfectly washed prints per hour. Constructed to be connected directly with both water supply and sewer, compactly built—24 inches wide by 37 inches long by 37 inches high. Built of galvanized steel and angle iron frame. Attractively finished in aluminum and black enamel. Price, complete with 110-volt motor (state if you have D. C. or A. C. current), \$125.00.

REX AUTOMATIC PRINT, POR-

TRAIT, FILM AND PLATE

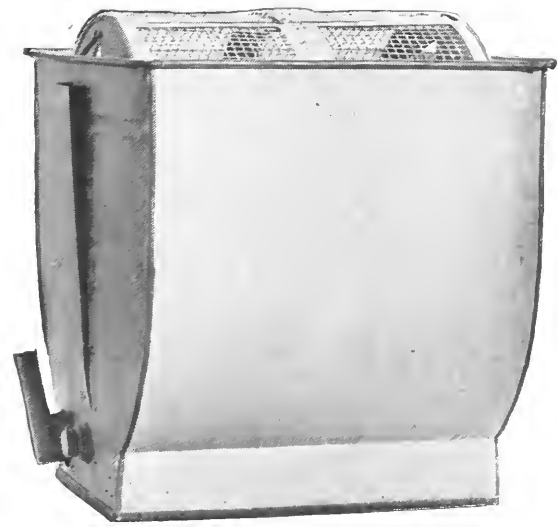
WASHER

(Water Power)

With the use of the Rex Print Washer prints and films of all sizes and weights can be washed all at one time. Its rapidity of action makes it indispensable to the thrifty photographer. The Rex Print Washer requires no attention during the process. It will run with 15 to 20 lbs. water pressure. The water that runs it is used to wash the prints. No extra expense for power.

The prints and films are engaged in a cylinder. The water pressure is forced up from the bottom of a tank and strikes the cylinder or cage. The prints, films, cylinder and water all revolve at the same speed. The prints and films are not forced through the water. By means of a forced outlet, the prints are washed with a continuous change of water. When it is required to remove prints, the cylinder or cage is raised and the water is drained without touching

the prints. The washer can be connected to any faucet by a rubber hose. The outlet is arranged at the sides of the tank in such a manner as to take the water from the center of the tank and raise to the top of the outlet tube, which is on the outside of the tank. The tank is drained by means of removing a screw cap placed at the end.



No.	Lbs.	Will wash—	Price	Plate Attachment
4	18	6½x8½ or 200—4x6.....	\$15.00	22—6½x8½ Plates.....\$3.00
5	25	10x12 or 300—4x6.....	20.00	26—8x10 Plates.....3.50
6	30	11x14 or 400—4x6.....	25.00	30—10x12 Plates.....4.00
7	38	16x20 or 600—4x6 or 125—8x10.....	30.00	35—11x14 Plates.....4.50
8	50	18x22 or 800—4x6 or 200—8x10.....	35.00	



A. W. FABER

POLYCHROMOS PENCILS

in 62 colors
are the latest product in Light Proof colors,
as permanent as possible

They agree in tint with the existing water colors.
The polish of the pencil denotes
the color of the chalk.

In handy boxes of 6, 12, 18, 24, 36,
48 or 60 pencils assorted.

A. W. FABER
Manufacturers of Castell Retouching Pencils
and Polychromos Pencils

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Sensitized Photographic Products
FOR PERFECT PICTURES

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Dealers in principal cities of the United States

· DUNCAN G. BLAKISTON ·

Artist



{ Photo made at request of State Librarian, together with biography and list of principal paintings }

A resident of San Francisco for 37 years, Duncan G. Blakiston has acquired considerable fame as an artist with both camera and brush. Many photographers know this and have him do their enlarging and coloring, especially difficult work requiring skilled use of the air brush. Among his works he includes:

Portraits of all the Grand Masters of the I. O. O. F.

Portraits of Past Presidents of San Francisco Olympic Club.

Portraits of some of the Past Presidents of the San Francisco Chamber of Commerce.

56 Masonic Past Masters.

49 Past High Priests of the Royal Arch Masons.

36 Grand Masters of the Grand Lodge of California, F. & A. M.

52 Masters A. & A. Scottish Rite of Freemasonry.

Several of the Presidents of the B'nai B'rith.

In addition, he is now working on and has partially completed a commission to paint portraits of all the Grand Presidents of the Native Sons of the Golden West.

At one time he was an artist on the staff of the San Francisco Examiner and was associated with such celebrities as Davenport, Swinnerton, Gertrude Partington and Jules Pages.

In the State Capitol at Sacramento, you will find portraits of former Governor James N. Gillett, Lt.-Governor Alden Anderson, and Lt.-Governor Warren R. Porter, all painted by Mr. Blakiston.

Among his accomplishments he includes ivory miniatures of which he has made many for numerous wealthy people.

He pleads guilty to the use of tobacco, and will smoke a pipe or a cigarette with equal facility (one at a time). Bald headed and (temporarily) toothless, he has nevertheless a pleasing personality.

Photographers will be especially interested in his ability almost to perform miracles with his copy and enlarging work, aided by his air brush.

The next time someone gives you a Brownie snapshot of a group of six with Little Willie in the back row behind the Ford, and wants a 16 x 20 picture either black and white or colored of Little Willie, accept the order and send it to Blakiston.

You will find his advertisement in this edition of the FOCUS on page 12, and his advertisement will appear in future numbers. Make a copy of his address, keep it for future reference and use it frequently.—Adv.



Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever."

These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from **HIRSCH & KAYE**

THE NEW INGENTO PHOTO MAILER

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

Made in the Following Popular Sizes

No.	Size
No. 2.....	5½ x 7¾
No. 3.....	6¾ x 8¼
No. 4.....	7½ x 9½
*No. 5.....	8¾ x 10½
*No. 6.....	10¼ x 12¾
*No. 7.....	12¼ x 14½
*No. 8.....	10½ x 15
No. 9.....	6¼ x 9¼
*No. 10.....	7½ x 11¾
*No. 11.....	8¾ x 12½
*No. 12.....	13 x 17½
No. 14.....	16 x 20¼

Packed in cartons containing fifty.

Manufactured by **BURKE & JAMES, Chicago, Illinois**

For Sale by **HIRSCH & KAYE**

SUGGESTIONS FOR THE COMBINATION OF COLORS

For LIPS AND CHEEKS

DARK HAIR

LIGHT HAIR

PINKS and LIGHT BLUES

CERULEAN BLUE

EARTH COLOR

SHADOWS IN LANDSCAPES

SUNSETS

SUNLIGHT EFFECTS ON EARTH

SUNLIGHT EFFECTS ON FOLIAGE

GREY

Mix Crimson and Vermilion.

Use Brown or Burnt Sienna.

Use Yellow Ochre and Burnt Sienna in shadows.

Thin out Crimson and Sky Blue respectively.

Mix very little Light Yellow with Sky Blue.

Use Brown with Burnt Sienna.

Purple may be used to good advantage.

Use Crimson and Light Yellow.

Use Yellow Ochre with Burnt Sienna.

Use Light Yellow with Foliage Green.

Use Crimson, Light Yellow and Sky Blue.

· SEEN IN THE GROUND GLASS ·

Have you noticed Mr. Siller's new car? It's different from the other one. Driving in traffic means a lot of shifting and Siller developed so many callouses on his feet that he decided on a hand shift car.

/ / /

J. C. Gasberg of San Rafael, has opened a branch studio at San Anselmo, which he has placed under the personal direction of his two charming daughters.

/ / /

A. N. Howell of Eureka, Cal., formed a partnership with E. F. Martin, formerly of Eugene, Ore., and they now conduct a complete photographic studio at 533 4th Street, Eureka, prepared to handle any kind of photographic work.

/ / /

Frank A. Davis, formerly of Honolulu, has opened an interesting display of Hawaiian pictures at his new location, 1503 L Street, Sacramento. His business cards are photographically made and each contains one of several hand colored pictures.

/ / /

Henry Sackrider, photographer of Marysville (a Rotarian), has prepared a little book containing names and meeting dates of all Rotary Clubs in the State. This is very helpful to every Rotarian and it is a good ad for the Sackrider Studio.

/ / /

Here's a smile from Bill Hoefle, of the Eastman Kodak Company: "Gentlemen, Goods received, but you did not send the flash powder I ordered. Yours truly. John Smith. P. S.—Yes, you did! My stove just went out through the skylight!"

/ / /

Among recent visitors were T. K. Nelson of Santa Rosa, who has installed modern finishing appliances, and John Ross, a former photographer of that city.

/ / /

D. J. Foley of Yosemite, called several times this spring. For a man of his age he is remarkably active.

/ / /

Leslie White of Ventura, is not content to confine his aerial activities to picture making, and is now training for a pilot's license.

We read in *Abel's* that a Mrs. J. P. Robison, active among Detroit finishers, recently died. That is not necessarily news. But when we read that she has a son named Elon that becomes news.

/ / /

Paul Hanson has opened another Camera Shoppe on University Ave., Palo Alto, with a complete line of art goods and amateur photography accessories. This makes three stores now for Paul.

/ / /

We cannot suppress the idea that local people are often too busy or too disinterested to attend Association meetings. We are reminded of this by the recent visit of E. E. Walker, who drove 300 miles from Taft to attend the photo finishers meeting in San Francisco.

/ / /

H. H. Wonancott, live wire photographer of Ft. Bragg, reports a busy season. In his spare time he is developing a trout ranch, which has now grown to a considerable size. This is a hobby with him, and one that is destined to become a profitable one, we prophesy.

/ / /

Geo. Hulse, well-known photo finisher of San Jose, has opened a very attractive store at 1026 The Alameda, San Jose. Photo supplies, art goods and radio will be featured.

/ / /

R. H. Wheldon of the Sunset Studio, Petaluma, Calif., has installed a new Neon Electric Sign which smacks you in the face from far off—if you know what we mean. This sign set him back a thousand dollars. Yes, business must be good.

/ / /

Our Mr. Bush isn't superstitious but he does believe in signs; that is, he has believed in them since he forked over ten iron men in Watsonville for not observing the speed limit in a "20 Miles" sector.

The judge said, "Well, young man, your story rings true and I am going to give you the benefit of the doubt and—fine you \$10.00."

Bush says that he doesn't want any more "Benefits" at \$10.00 a copy.

*The advantages you will enjoy
when using*
Mallinckrodt Photo Chemicals

- 1.** Granular free running salts
- 2.** No caking in bottom of the solution or in the packages
- 3.** Dissolve crystal clear, without filtering
- 4.** No sediment, scum or other impurities present to mar your emulsions
- 5.** Uniform strength and purity
- 6.** Every tone value faithfully reproduced

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AND CHEMICALLY
CONTROLLED"
PHOTO CHEMICALS

*Order from your stock house or
write us about a trial supply*

MALLINCKRODT CHEMICAL WORKS

St. Louis · Montreal · Philadelphia · New York



“JERRY’S” CORNER

By HIMSELF

How did you like my sister’s picture? It was made by Frank Robinson, who makes pictures of people living around Merced.

She really looks that way. The picture don’t need retouching; it needs a bleacher.

I’m working on a new invention that’s keeping me awfully busy. I plan to feed seagulls with corn husks and then grind them up into chicken tamales. Want a sample?

I’ve been reading where they claim a kiss will shorten one’s life by three (3) minutes. Girls, here’s your chance to kill me off quick.

I see this man Browning got his divorce. He ought to know that 16-year-old Peaches couldn’t be any good.

Heard a good one about the fellow who swam the Catalina Channel. When he came ashore, Mr. Wrigley handed him a check and said, “There, by gum!”

Join the Navy and see Nicaragua through a porthole.

Join the Marines and eat chop suey.

Some people get that way from sleeping under a crazy quilt.

I have a friend who sells wall beds. He tells me he stands behind every bed he sells.

When I first came to Hirsch & Kaye I heard Mr. Bogue had charge of the mounts. I thought that meant the horses, though I never saw any horses around the place. Now I know it meant the Mounting Department. It must be some job to keep a full line on hand, because the fifth floor seems to be full of mounts and folders.

Many girls are very photographic. They sit in a dark room and await developments.

Soft heads do more harm than hard hearts.

There is a birthstone for every month and I’ve picked out some for every trade. Notice these:

Tourists	Rhinestones
Kings	Hailstones
Dead Beats	Granite
Teamsters	Lodestones
Borrowers	Touchstones
Dry Agents	Whetstones
Salesmen	Blarneystones
Married Men	Grindstones

Secretly, we all like to have a birthday, but don’t know what to do with it when it comes.

I’m sorry for kids who have a birthday around Christmas.

Women don’t have birthdays after they reach 30, after which they celebrate anniversaries of their 21st birthday. Wait a minute, lady, the men folks are just as bad.

Candles on a birthday cake tell how old you are.

If some sweet mammas and sugar papas told the truth, their birthday cake would look like Mt. Vesuvius.

You folks who read my page first, I’ll let in on a secret. I have a birthday next month (on June 17th). Ain’t that the Bunker Hill?

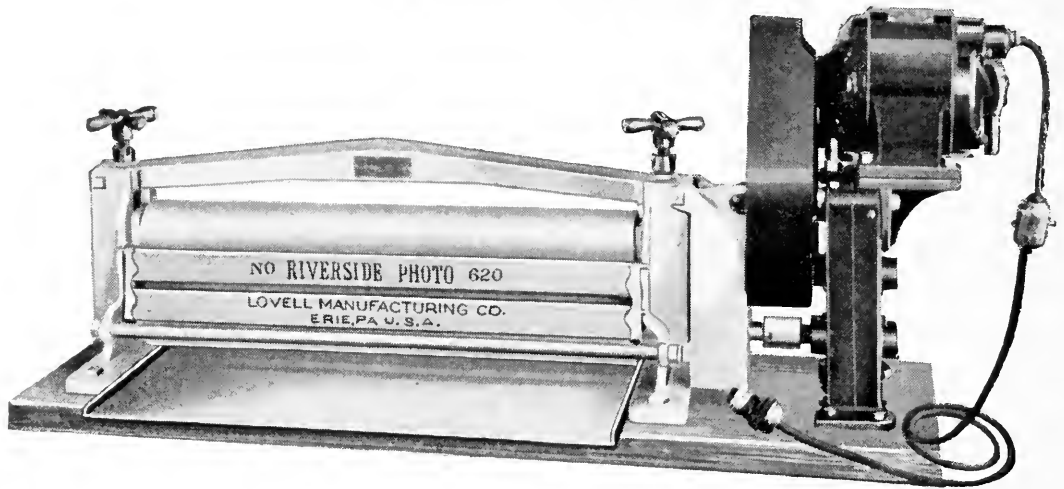
I also need a raise.

Maybe I’ll get one if I can show how important I am. Here’s where you can help me.

Send in your orders and mark them for
JERRY.

Riverside Photo Squeegee Wringer

LAKESIDE PHOTO



Same style as shown without motor and with hand crank.
Designed by Practical Photographical Engineers.

For Sale by Photographic Stock Houses

*Illustrations and prices of different styles of Photo Wringers
furnished on application*

Lowell Manufacturing Co.

ERIE, PA., U. S. A.

Sturgis Night School *of Photography*

716½ South Bonnie Brae Street
LOS ANGELES, CALIF.

Six Months Course for Beginners. Starting with the first discoveries,
through all branches to modern methods.

\$25.00 Per Month

Two Months Post-Graduate Course for Advanced Students and
Photographers. Modern Portrait Operating Only. All the
finer points in lighting, posing and exposing.
The use of diffusing lens, etc.

\$75.00 Full Course

SHOOTING PICTURES

Director W. D'Arcy Ryan of the Illuminating Laboratory of the General Electric Co., last week announced the perfection of a cannon he had designed just too late for use in the War—a cannon shooting not projectiles but pictures. The plan had been to have aircraft hang a curtain of smoke over the German lines and project thereon pictures and remarks that would sadden the enemy. The picture gun consisted of a barrel with lenses instead of rifling. Instead of high explosives in the breach was a searchlight. The lenses were adjusted to focus a picture, dropped in on a slide in front of the light, at any distance greater than 20 feet from the muzzle. Inventor Ryan thought picture-cannon with searchlights up to 60 inches in diameter could be made. Use in peace time: advertising over cities and fairgrounds, on mile-high clouds which can be supplied if necessary.

Mr. Ryan will be remembered for his success as Illuminating Engineer of the Panama-Pacific International Exposition, in 1915.

~ ~ ~

The Pyro that goes into your developing tank determines the life of the solution. Specify M. C. W. Pyro when ordering.

~ ~ ~

Because of an insistent demand, the factory has made a number of the popular R. B. Telescopic Graflex Cameras. $3\frac{1}{4} \times 4\frac{1}{4}$ cameras with one plate or film holder are quoted at \$117.50. 4×5 cameras, likewise supplied with one holder, are quoted at \$125.00. The supply is limited. Order today.

~ ~ ~

A NEW GRADE OF VELOUR BLACK

Announced by the Defender Photo Supply Co.

Velour Black, coated on a Rough Buff Stock, like that used for Iris E Rough. The emulsion is the same as that used for the other surfaces. Surface is designated "Velour Black Buff Rough."

I WANT TO GO A-FISHIN'

By FISHIN' JIM PIKE
Of Radio KGO

I want to go a-fishin',
I'm feelin' awful stale;
My feet are kinda itchin',
And I'm tired of readin' mail.

The mountains are a-sayin'
Come out and have a fling;
I hear the streams a-playin'
That song entitled—Spring.

My desk is piled with letters;
My days this month I dread;
It seems I'm bound with fetters
And my heart's a chunk of lead.

I know my reel's a-rustin'
And my flies need oilin', too;
It makes me feel like cussin'—
Now, honest, wouldn't you?

I guess I'll go a-fishin'
Before my nerves get shot;
I'll get back in condition;
This mail's a bunch of rot.

I'll go up where the rainbow
Hides out among the rocks;
I'll take along some bozo
Who's used to good hard knocks.

I'll whip the stream at daybreak
I'll angle thence till night;
And every cast that I make
I hope will bring a strike.

I'll have a bed of switches
Spread out beneath a tree;
I'll sleep and dream of fishes
That I may never see.

I'll eat my bread and bacon,
I'll drink black coffee, too;
With appetite unshaken
I'll eat slum gullion stew.

I'll come back to my labors
Within a week or so,
Plum full of quirks and capers,
And feelin' great—Let's go!



PA-KO ROCKER SYSTEM

Fixing and Washing

A complete PRINT HANDLING SYSTEM, beginning with the Acid Short Stop and carrying right through to the draining of prints preparatory to drying them.

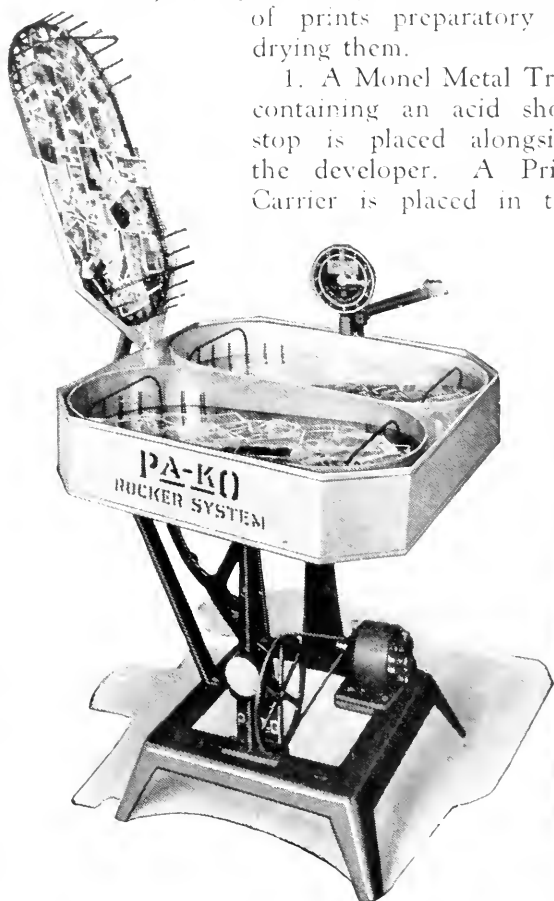
1. A Monel Metal Tray containing an acid short stop is placed alongside the developer. A Print Carrier is placed in the

- 1 Time Indicator
 - 1 Draining Stand
 - 1 "Short Stop" Tray (Monel)
 - 4 Print Carriers (PA-KO Patent)
- Price \$195.00 with standard motor.

Auxiliary SYSTEMS for tandem operation comprise all the above mentioned units with the substitution of spacing rods and connector in place of a second motor. (Three ROCKERS can be operated from one motor.)

Price \$165.00 for Auxiliary.

Note: If an acid short stop is desired attached to the system itself, the attachment can be supplied for \$4.50.



Tray and prints pass from the developer into the acid short stop.

2. When loaded this Carrier is transferred to the fixing bath and in it a hundred or more prints are handled as easily as half a dozen.

3. Then the Time Indicator is set to indicate the length of the fixing period.

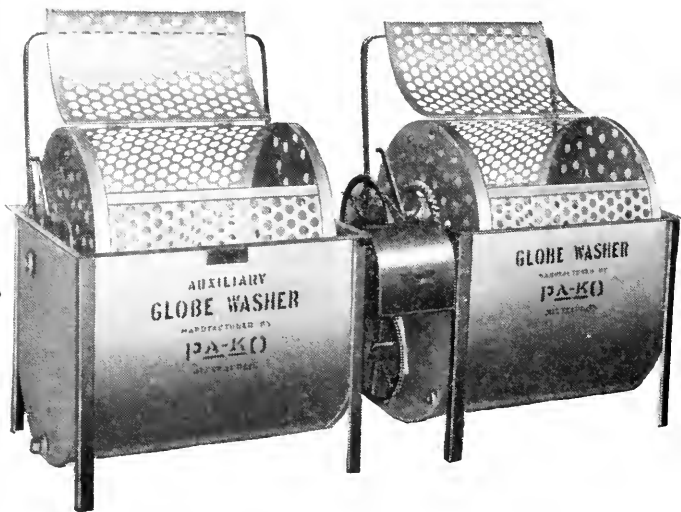
4. At the expiration of this period the Carrier is transferred to the Washing Bath and another Carrier of prints comes from the short stop to the Fixing Bath.

5. The gentle rocking motion separates each and every print and insures proper fixation. Every 3 minutes an automatic outlet valve completely empties the tray of the hypo-contaminated water, leaving no doubt about the prints passing the permanganate test. *Less water—less time—clean prints.*

6. After washing the Carrier is placed in the Draining Rack and the entire system moves forward another step. After draining the prints are removed for drying. The single SYSTEM consists of:

- 1 Motor Equipped ROCKER, complete with:
 - 1 Hypo Tray (Molded Rubber)
 - 1 Washing Tray (Patent Outlet)

PA-KO "GLOBE" WASHERS



A very fine piece of apparatus that carries the standard Pa-ko guarantee as well as our own. 20 inches high; 19 inches front to back; 27 inches wide (including motor as installed); it is a little giant. Ample flow of water is assured. The drive is by an oversize tannate belting to shaft on which two rubber rolls provide non-slip friction drive to cylinder.

Requires no attention whatever except loading and unloading.

Easily installed in sink or on drain-board. Water connections can be made with rubber hose.

Will thoroughly wash up to four batches of prints per hour.

Always operates at same speed regardless of water pressure and a "demon" for work in the rush seasons, and a reliable assistant when you are trying to cut down expenses.

Its sturdy and substantial construction and its durable finish make it a handsome piece of studio equipment. Carries the Pa-ko one year guarantee.

- Complete with 110-volt A. C.
or D. C. motor.....\$75.00
- Auxiliary for above, without
motor 50.00

LISTED AT THE SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

There are many studios listed with us this month. Study the locations and write to "The Service Desk" for details about the location in which you are interested. Studios or locations are available in California at:

Bakersfield	Modesto
Burlingame	Oakdale
Colusa	Oakland
Corning	Palo Alto
Dos Palos	San Francisco
Exeter	San Jose
Long Beach	San Luis Obispo
Madera	Turlock

NEVADA
McGill

WASHINGTON
Chewelah Snohomish
Goldendale

OREGON
Ashland Freewater
Baker Grants Pass
Cottage Grove Marshfield
Salem

IDAHO ARIZONA
Twin Falls Flagstaff

PORTRAIT STUDIO — Commodious rooms in best district of Oakland (one million people to draw from). Almost new high grade furniture, including mahogany library desk, high-boy, three-piece Chesterfield set, buffet and occasional chairs; office desk, chairs; two vanities and slipper chairs in dressing rooms; electric Orthophonic Victrola (\$325). Well ventilated dark-room and 35 foot camera room; 9a Century studio outfit and 19-inch Helier Lens; Border Printing Projection Printer; Dry Mounting Press and Halldorsen Light; attractive (\$160) Show Case; \$500 in Carpets, \$175 in imported Wall Paper and over \$700 in electric wiring and fixtures; built-in sinks, drapes, frames, mailing lists and all usual and necessary sundries. Full price for all, \$2,250, including business and \$750 up on the lease drawing 6 per cent interest. This place is priced at less than 20 per cent of value, as an immediate sale is wanted. Address Box 2117, THE FOCUS.

Young woman with attractive personality desires position in Bay Region. Can operate, print, retouch and is a receptionist. Has training in high class studio. Box 19, THE FOCUS.

Widow, who formerly conducted her husband's studio, desires position in Bay Region. Is capable of all-round work. Box 215, THE FOCUS.

If you need a receptionist who can keep books and use typewriter, here is one with pleasing personality. Box 17, THE FOCUS.

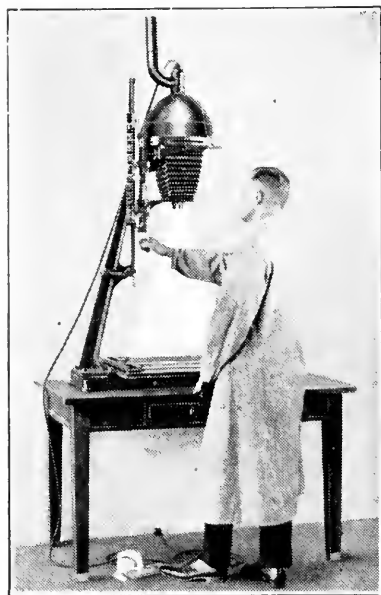
A good operator and dark-room man has asked us to find a position for him. Has had his own studio. Box 18, THE FOCUS.

Here's a bargain such as we seldom hear about. Strictly first-class studio in Oregon town, located in new hotel building. Portraits, commercial and finishing work handled, as well as art goods, stationery, frames, fountain pens, etc. Box 2121, THE FOCUS.

LARGE ORDER

Edison, with all his inventions, was a picker compared to the ambitious young photographer who advertised: "Your baby, if you have one, can be enlarged, tinted and framed for \$8.79."

5 x 7 Auto-Focus Enlarger



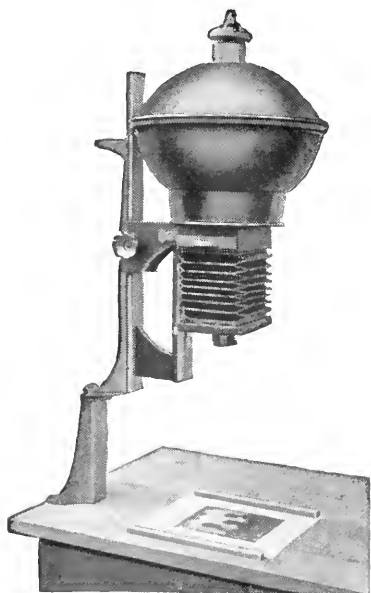
This new enlarger has a negative capacity of 5x7 inches and smaller. It will enlarge to four times the negative size; maximum print 20x28.

It is equipped with the $f:4.5$ — $7\frac{1}{2}$ -inch focus Projection Anastigmat Lens. Focusing is automatic. The lamp house takes a 250-watt Mazda Lamp, which is included with the outfit.

Price \$175.00

Time Payments if Desired

Elwood 5 x 7 Special Enlarger



This machine is especially adapted for slow enlarging paper and even has sufficient illumination to enlarge on contact printing paper. It is practically impossible to spoil a film negative. When using an $f4.5$ lens 5 to 8 seconds is the average exposure on chloride paper.

A film will not show the least signs of buckling with a one-half hour continuous exposure.

This machine has **five** times less heat on the negative and **five** times more illumination on the projected field than other enlargers. It is twice as fast as condensers when a ground glass is used with the condensers. In addition to this extraordinary speed it has the advantage of having a fixed position for light (no adjusting) and no falling off in illumination toward the corners.

In construction and all other details the 5x7 special is exactly the same as our standard **\$30.00** enlarger.

Spring clips on negative carrier hold glass plates in place and a red screen is placed just back of lens on inside of bellows.

For the photographer or photo finisher who wishes to use the slow grades of enlarging paper to get the best quality of prints and must occasionally make enlargements from amateur films which are sometimes overexposed or fogged, this machine is to be preferred as the work can be accomplished quickly and with absolute safety to the negatives.

Enlarger Only, Without Lens

Price, \$58.00

THE BARGAIN COUNTER

Last month we mailed a copy of our Annual Bargain List to FOCUS readers. A few copies are still available, so if you wish another copy or did not receive yours, we will gladly send one on request.



By special arrangement with the factory we are able to offer new Seneca View Cameras complete with films or plateholder and case at prices no higher than you would pay for used cameras. A limited supply on hand, so order promptly. 5 x 7, **\$35.00**; 8 x 10, **\$40.00**.

✓ ✓ ✓

3½-inch Silent Shutter, mounted on 9x9 lens board for **\$4.25**.

✓ ✓ ✓

Hadaway Twin Arc Lamp. Uses ¾ x 12 carbons, automatic feed. Stand is adjustable in height. Will operate on 20 ampere fuses. Fine for commercial or home portrait work. Bargain price, **\$40.00**.

✓ ✓ ✓

No. 237-25. Roll Film Cabinet, 9 inches deep, 20 inches high, 48 inches long. Has 25 compartments. Light oak finish. Bargain price, **\$3.75**.

✓ ✓ ✓

No. 4 Rex Print Washer (one of those squirrel cage affairs). Very efficient. See page 13. Here's a bargain for you at **\$6.75**.

✓ ✓ ✓

You've been looking for a larger Print Trimmer. Here is one, a Monarch, with 12-inch heavy duty blade. Only **\$3.50**.

✓ ✓ ✓

Imagine a used Pako Jr. Printer being offered at this time of the year! We have only one quoted for **\$35.00**. Who wants it?

✓ ✓ ✓

8 x 10 Criterion View Camera (made by Korona). No lens, but includes carrying case, and 6½ x 8½ Reducing back. Yours for **\$35.00**.

Halldorson Giant Flash Bag. A big boy that will handle up to 1/3 ounce of powder at one time. The front, when set up, gives a light area 40 x 60. Collapsible when not in use. Special price, **\$35.00**.

✓ ✓ ✓

Here's a smaller one, the No. 2 Halldorson Home Portrait Lamp, used, but still good. Bargain at **\$10.00**.

✓ ✓ ✓

Some photo finisher needs a good Enlarger that will handle negatives up to 4 x 6. We recommend this Kodak Projection Printer, which you can have for **\$70.00**.

✓ ✓ ✓

Someone else needs a small Belt Dryer that takes less space than the Pako. The Korona Junior gas heated model is about half the size of the Pako and can be installed on a table or in a corner. Price only **\$35.00**.

✓ ✓ ✓

Need a good show case? We have one 6 feet long. Write for very exceptional price.

✓ ✓ ✓

Give your eyes a treat. Here's a slightly used 2½-inch Retouching Glass for **\$1.50** or will furnish this glass, a Barré Retouching Lens Holder and 6 assorted Venus Retouching Pencils, all for **\$4.50**.

✓ ✓ ✓

Here's a good all 'round shutter for odd jobs. A used but good Barré Roller Bind in ebony finish, to fit in front of the lens, 3¼-inch maximum opening. Price **\$3.50**.

THE UPTOWN , , "Arch Top"

Now also supplied in 4x6 and (trimmed) 5x7 sizes



The UPTOWN

This—one of the outstanding leaders in our Fall Line, due to the insistent demand from studios—is now also made in 4x6 and (trimmed) 5x7 sizes.

If you are one of the many users of the UPTOWN, we need say no more. But if you are not acquainted with this popular style, write us, or ask your stockhouse representative to show you samples.

The color is Mediatone—for all tones of paper.

Sizes	4x6	4½x6½	6x8	7x9¾
Price per 100.....	\$10.00	\$12.50	\$19.50	\$23.50

Sample for fifteen cents, and we will include, no charge, sample of the NORTHSHORE—a similar style for horizontal prints. Two styles that completely fill the demand for better grade "arched" easels.

SAMPLE OFFER FW-3

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

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Professional Defender

Buff or White Silk *Special*

The *Special* is recommended for warm black tones in first development and is made only in the Silk grades of Professional Defender for contact printing in portraiture.

A revelation in print beauty and richness of tone.

Write it *Special* when ordering
from your dealer

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER

What the Eye Sees in a highlight

Your eye sees delicate detail in the texture of flesh or the whitest drapery and this is the quality that film reproduces in the negative. The thin film support prevents the halation that destroys highlight detail.

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PORTRAIT
FILM

Par Speed - Super Speed
Uniform Quality

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

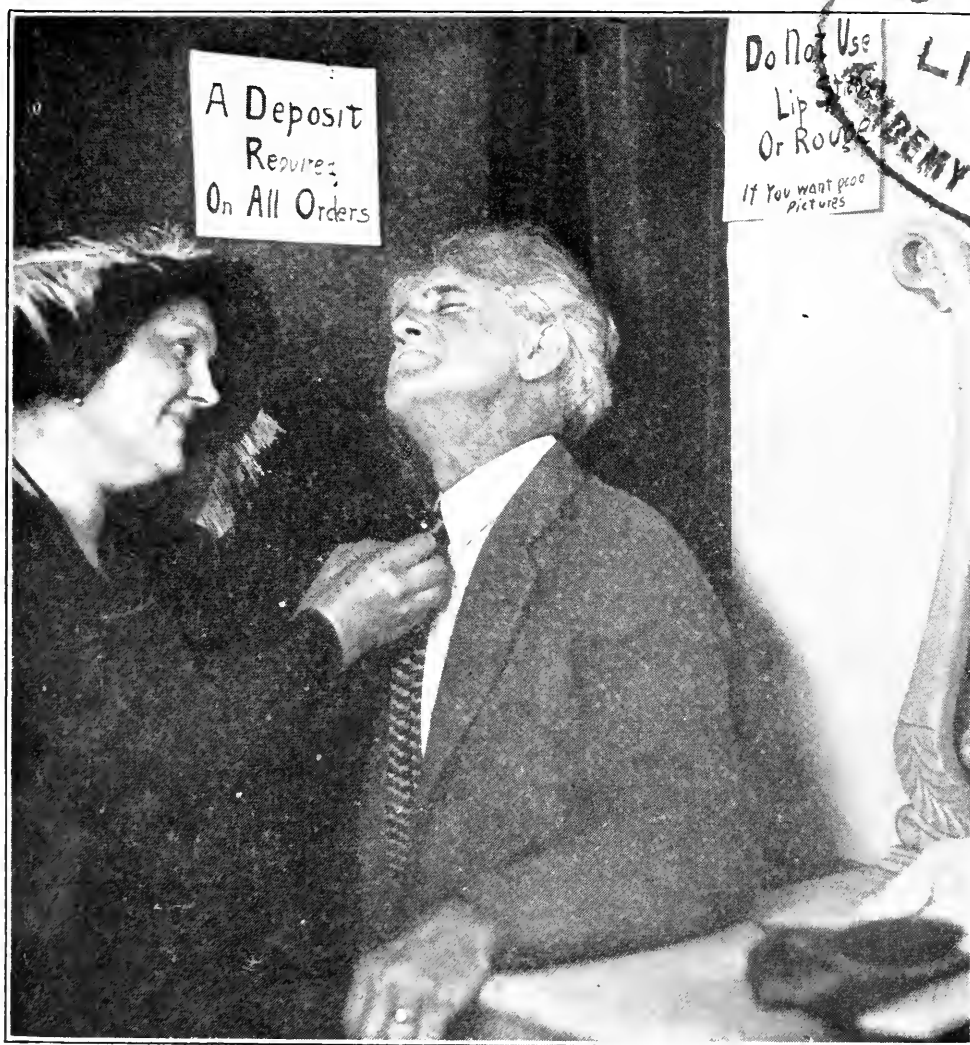
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

JUNE, 1927

Number 6



WIFE: "Now, John, for goodness sake, brace up—it's no killin' thing to have your picture took! Straighten them shoulders of yours! Remember what a grand pose you had in our weddin' picture? Let me fix your tie; and please get rid of that hang-dog look."

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

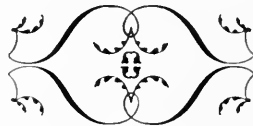
Film Packs

The answer to the problem of how to get the most exposures in the shortest time.

Packed in metal—with metal springs—the film always lies flat. Unexcelled for news and similar work—the Agfa pack serves equally well in the many other needs of professional photography.

Agfa rollfilm gives results which caused one user to describe it as "Professional quality brought to the Amateur."

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THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

JUNE, 1927

Number 6

✓ IN THE PROFESSION ✓



Some one has said something about a son being but the echo of his father. If this is true, we may expect Fong Get Jr. to become as prominent and unique a person as was his dad. Who

hasn't heard of Fong Get (Sr.), the Bushnell of Chinatown?

Young Fong was born in San Francisco in 1893. He graduated from the Chinese Public School of this city in 1907. Three years later he graduated from a "prep" school, and three years later the College of Dentistry of New York City.

Possibly aspiring for a part opposite Anna May Wong, he entered the movies, first with Paramount, then Fox and others. In October, 1917, Uncle Sam invited him to help make the world safe for democracy and he was assigned to the 108th New York Infantry. On arrival in France he was transferred to the intelligence service and remained till October, 1919.

In 1920 he studied to be a chiropractor and graduated from the Palmer School. At the time of the death of his father, about two years ago, he was practicing in New York.

He tells us his mother needs him in San Francisco more than his patients need him, and while his mother lives he will continue to conduct the famous studio at 960 Grant Avenue. His brother, a graduate of the University of California and an authority on railroads, has a responsible position in China. What price glory.

Get the confidence of the public and you will have no difficulty in getting their pat-

ronage. Inspire your whole force with the right spirit of service; encourage every sign of the true spirit. So display and advertise wares that customers shall buy with understanding. Treat them as guests when they come and when they go, whether or not they buy. Give them all that can be given fairly, on the principle that to him that giveth shall be given. Remember always, that the recollection of quality remains long after the price is forgotten. Then your business will prosper by a natural process.

H. Gordon Selfridge.

All works of taste must bear a price in proportion to the skill, taste, time, expense and risk attending their invention and manufacture.

Those things called dear are, when justly estimated, the cheapest: they are attended with much less profit to the artist than those which everybody calls cheap.

Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense. A composition for cheapness and not excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufacturers.

Josiah Wedgwood.

"LINDY" ARRIVES HOME

A very few hours after Col. Charles Lindbergh arrived at Washington, photographs of his arrival were on display in the window of a San Francisco department store.

This enterprising firm engaged a photographer in Washington to obtain a good negative, which was transmitted by telephoto wire service to San Francisco. Hirsch & Kaye quickly made 11 x 14 enlargements and a few minutes later the pictures were on display, before most of us knew he had arrived.

We are happy to have had a part in this event.



Mr. Photographer—

Remember PHOTOGRAPHS LIVE FOREVER and TELL the STORY—not only of the subject but of the ability of the artist that made them. For this reason your work should be first class in every respect.

You no doubt know that to make fine portraits requires up-to-date equipment. Why not take advantage of the special offer we are making and complete your equipment by adding a BORDER-TINTING PROJECTION PRINTER—the PRINTER that will enlarge, reduce and tint the border the same time the picture is printed? For copying, making lantern slides and printing opals it has no equal.

Write for profit-sharing coupon, giving name and address of your dealer.

B. & L. Manufacturing Co.

1702-1706 Light Street

BALTIMORE, MD.



· SERVICE ·

To many photographers the functioning of a photo supply firm is a matter of everyday routine. You order whatever you desire, regardless of where it is made or how obtained or how often or seldom sold. You receive the material and the incident is forgotten.

Yet back of this transaction is an organization that alone can make such transactions possible; an organization that is the result of years of intense study of conditions, years of training and ability to anticipate conditions ahead of time.

Consider for a moment these facts. The population of the entire Pacific Coast States is less than that of New York City. Yet, we are presumed to carry the same varied assortment as supplied in the larger centers of population. Do you realize that there are more than 250 combinations of paper, furnished in an average of 32 sizes? There is very little salvage of outdated material and the loss is ours.

Photographers need more than mere supplies. They need service. Was there ever a word more abused or overworked than that simple but significant word SERVICE?

The dictionary describes service as "The act of serving; the work of a servant. Any work performed for the benefit of another."

From letter heads in our files we learn that a gross of Azo paper or a dozen portrait films can be supplied by art stores, cigar stands, drug stores, newsstands, department stores, jewelers, sporting goods stores, and radio dens, besides numerous others.

But can these people be depended on to carry a stock ahead for you, anticipating your needs? Can they help in practical ways with your problems? Will they furnish new or used equipment on time payments? Will they carry a stock of lenses so you can have one in an emergency, or submit one for trial till you obtain the lens you need?

Will they contribute to YOUR national advertising campaign? Do they support your associations? Will they carry your account? Have they experienced men on their staff to advise you? Do they carry backgrounds, tanks, and—oh, what's the use—we could go on indefinitely.

Photographers need service more than supplies. HIRSCH & KAYE can give you

this service. A six-story building and a large warehouse house the supplies needed, but your biggest asset is a group of men trained in the business and serving it intensely for many years.

Consider this service record:

3 more than 30 years with Hirsch & Kaye
7 more than 20 years with Hirsch & Kaye
3 more than 10 years with Hirsch & Kaye
6 more than 5 years with Hirsch & Kaye

Some day you will realize this and you will find HIRSCH & KAYE at your service.

· · ·

Have you noticed the speed with which your mountings are shipped, with your name embossed or without embossing?

Early in the year we reorganized our card mount and folder section, and greatly increased the facilities for name embossing. The average order for embossing is started through the presses within a few hours after it is read. Shipment is made as soon as the ink is dry.

That this service is appreciated by our many friends is evident, because our business in this department has increased 200 per cent over last year's volume. The actual comparison is as 21 to 7.

When you want quick service send your orders to Hirsch & Kaye.

· · ·

TOO BUSY TO READ

He is a familiar type—the fussy, fretful man who imagines that he is about the busiest fellow in town. He often dumps in the waste basket, unwrapped, copies of business or technical magazines that contain valuable articles bearing directly on his problems. He fondly believes that he is too busy practicing to bother with what others are "preaching."

The trouble with this type of man is that he has not learned that the real executive is the man who so plans his work as to leave a reasonable amount of time for reading and planning.

There are shoals and breakers ahead when the accumulation of new ideas ceases.

The man who declares he has no time to read is unconsciously advertising his small calibre, his slavery to detail, his arrested development.—*Printer's Ink*.

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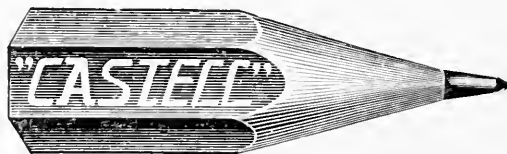
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Necessity for the Photo Retoucher The *WOLD* Air Brush

Simple
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AT YOUR SERVICE

ROBERT JAMES ROGERS



Rogers was putting the final touches to a Tahiti shipment when we entered his stronghold—the fourth floor stockroom. Three o'clock was the deadline: shipments on the steamer closed at that

hour and he was "stepping on it."

Quickly, he was introducing containers of sulphite to grosses of Azo paper and cartons of flash powder to 12-inch condensing lenses—all fellow passengers on the trip to Tahiti in the South Seas.

With the task over, Rogers found time for a chat—an opportunity we had long sought. Somehow he sensed a sketch was to be written of him and many questions which concerned him he modestly answered with a quiet "Yes" or a "No." . . . At times a characteristic smile was the only answer.

Back in the famous insurance town—Hartford, Connecticut—Rogers first saw the light of day, the stars of night or whatever it was. Anyway it didn't look good to him for long and not many years later

he took Horace Greeley's advice and struck out for the West. In the rest of this paragraph we state that he has never gone back.

For a number of years he pursued electrical engineering and held important positions in that field. Previous to the World War he was in charge of electrical construction and maintenance for one of the large copper mines of the Southwest.

Through the twists of fate—war and its aftermath—he came into the photographic fold and during the past ten years has had a varied and interesting experience in the profession. After a thorough technical training in dark-room work with a number of San Francisco photographers, he associated himself with the Haloid Paper Company and still later the Eastman Company. When the Defender Photo Supply Branch was opened in San Francisco he was appointed assistant branch manager for that firm and remained with them during the existence of the San Francisco office.

So you see Robert has a pretty good conception of what it's all about in photography.

He is married, of course, and confesses that home and his garden form his chief interest. The rear lot he calls his ranch.

He has a rich baritone voice and is training it for concert work. One of these days we may yet say "I knew him when—."

FROM OUR BOOK SHELF

Since L. G. Rose discontinued his book, "The Commercial Photographer," there has been a need of a book to take its place. The book has been found in "Commercial Photography" by David Charles.

The 140 pages that comprise this book are full of good advice about apparatus, technique and general practice. Illustrations are freely used and while the quality of the reproductions leaves room for improvement, the author frankly admits this with the explanation that they were selected to illustrate his points rather than for their beauty.

Even if you adopt only a very few of the suggestions, you will get your money's worth, as the book sells for only \$2.50.

Order your copy today.

WHERE WILL SUMMER BUSINESS COME FROM?

We know a photographer who has a unique way of assuring himself summer business. In his studio is a list of the sources of business. This list for the summer months reveals such occasions as weddings, ball games, horse shows, fairs, carnivals, special entertainments, Chautauquas, home portraits, prospects, golf tournaments and a dozen others.

Associated with each of these enterprises are men and women who need special portraits for the occasion either for the press or for personal use. A telephone call in advance of these events to the committees in charge is a profitable method of soliciting the business.





Verito Successes Are Impressive

"In my study of senior and junior competitions in photography I have been greatly impressed by the number of the successes made with your Verito f4 soft focus objective."

—J. Meade Landis, Bridgeton, N. J.

A booklet, "Concerning the Verito,"
will be sent upon request.

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

"THE NEW STENOGRAPHER"

✓ ✓ ✓

I have a new stenographer—she came to work today.

She told me that she wrote the Graham System—

Two hundred words a minute seemed to her, she said, like play.

And word by word at that—she never missed 'em.

I gave her some dictation, a letter to a man, And this, as I remember it, was how the letter ran:

"Dear Sir:—I have your favor, and in reply would state

That I accept the offer in your recent date. I wish to state, however, that under no condition

Can I afford to think of your free lance proposition.

I shall begin tomorrow to turn the matter out.

The copy will be ready by August 10th, about.

Material of this nature should not be rushed unduly,

Thanking you for your favor, I am yours very truly."

She took it down in shorthand with apparent ease and grace;

She didn't call me back, all in a flurry.

Thot I, "At last I have a girl worth keeping 'round the place,"

Then said, "Now write it out, you needn't hurry."

The Oliver she tackled, now and then she struck a key.

And after thirty minutes this is what she handed me:

"Deer sir, i have the feeveer and in a pile i sit.

And i accept the offer as you have reasoned it.

I wish to see however that under my con-dishun

Can i think of your free lunch proposishun.

I shall be in tomorrow to turn the Mother out.

The Cap will be red and wil Costt \$1 about.

Material of this nation should not rust N. Dooley,

Thinking you have the feeveer, I am your very truly."

—*The Oliver News.*

"LOOKING FOR YESTERDAY"

By J. P. FLEISHMAN,

Editor, *The Fleishman Business Magazines*

A recent cartoon in *Collier's*, the National Weekly, has touched something deep down inside me. I wonder if it did the same to others who got its message.

The drawing shows a brilliantly lighted street, with a mad procession of automobiles and people. Going in the opposite direction is the giant figure of an old man. With shoulders bent and with halting step, he is reaching out in the direction of—well, the title of the picture is "Looking for Yesterday."

It is a pitiful picture. The hopelessness of the old man's search is deftly portrayed in a few masterful charcoal strokes.

Somehow, you sense the futility of that search. And yet, as I looked at that drawing I fell to wondering if all of us aren't guilty sometimes of looking for Yesterday.

Even as the artist's figure of the old man is a shadowy thing, so are our Yesterdays but shadows along the brilliantly lighted road to Eternity.

We can yearn for them, but we cannot call them back. Ah, if only we could call back some Yesterdays! For my part, I'd give all my material possessions for the touch of a warm hand and the sound of a gentle voice that called me "her boy." I'd give up whatever claim I may have on immortality just to stand again beside that prince of men whom in my baby days I called "Daddy," and, with my stronger arm, I'd give—

But it's a hopeless job, this summoning of our Yesterdays, old man. You cannot turn. For you the race is almost run. Grope if you will. A hurrv-mad world will neither see nor care. Looking for Yesterday may break your heart, but that is all. The tide of Progress is too strong to be stayed even for an instant. We must go on, on! Never mind if we know not where—no man knows—but we must keep moving. To look back is to invite the jeers of the multitude in its restless surge toward Utopia.

Yes, little old man, we must put our Yesterdays behind us and face bravely and expectantly our Tomorrows!

✓ ✓ ✓

OBSTACLES TO AMBITION

Gruff Father to Son: "Why don't you get out and find a job? When I was your age I was working for \$3 a week in a store, and at the end of five years I owned the store."

Son: "You can't do that nowadays. They have cash registers."—*Selected.*

Sterling Developing Tanks Will PAY YOU



SAVE TIME,
MONEY,
SOLUTIONS

Large Capacity
Low Cost
Best Results

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ISHING OUTFITS

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

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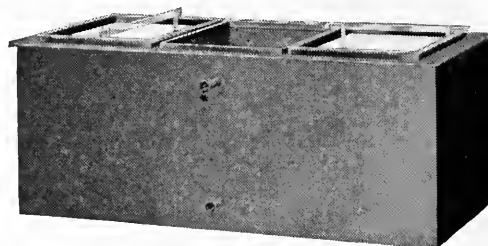
(The name "Sterling" is stamped under rim of every tank.)

Made in two sizes
5x12x42" tanks hold 10 gallons.
8x12x42" hold 17 gallons. Both Blue and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name.
"Pioneer Tank Builders" BEAVER FALLS, PA.

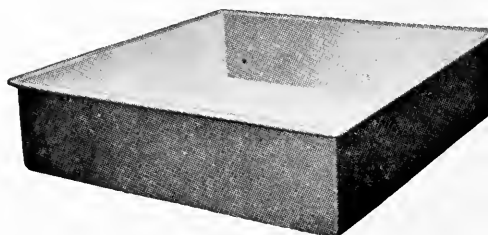
GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x12x5"

12x16x5"	16x20x6"	18x22x5"
18x24x6"	20x24x6"	20x30x6"

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Eliminate Hot Weather Troubles

Dependable under all trying Summer conditions. Their Snappy, Firm Films develop and dry quickly, without frilling.

Coated on Clear, Transparent Glass

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Are You an Association Member?

AT THE present time only 16% of the photographers on the Pacific Coast belong to the P. I. P. A. While this is a greater percentage than some associations have, it is not large enough to assure the carrying out of the progressive P. I. P. A. plans for 1927.

P. I. P. A. activities include the Portrait, Commercial and Photo Finishing branches of photography and cover the following States and Territories: Alaska, Alberta, Arizona, British Columbia, California, Hawaiian Islands, Idaho, Montana, Nevada, Oregon, Utah and Washington.

Membership dues are \$10.00 per year for active members. In case a studio is owned by two or more individuals, only one owner is required to pay the ten dollars annual dues, the other owners paying five dollars each as associate members. Employees of studios may also become members by paying five dollars per year.

Privileges of Membership:

1. Monthly service bulletin, with special editions from time to time.
2. *Camera Craft* magazine is sent each month to every member without additional cost.
3. Membership permits attendance at the annual convention without additional cost.
4. For all members, including those who are not able to attend the annual convention, the Association provides an all-year-round advisory service for assisting in the solution of all perplexing problems, whether they be of a technical, legal, business or advertising nature.
5. Every member will participate in the benefits of advertising which the Association contemplates.

The cost of membership in the P. I. P. A. is just about the same as the annual subscription price of two popular magazines. Compare the relative amount of benefit derived. Considering the low cost of membership, there is no good reason why every photographer on the Pacific Coast should not become a member of our Association and reap the many benefits which are offered, if they know about them. It's the Membership Committee's job to tell them.

Ida M. Reed is Secretary of the Panama Pacific International Photographers Association, and she will gladly mail application blanks from her office, 413 Claus Spreckels Bldg., San Francisco.

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Portrait Painter

Photographic Prints Executed in
Oil, Water Color, Black and
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The modern Hypo precipitant, and make

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At your Supply House or

Kantro-Gunnell Refining Co.

Portage, Wis.

TO MAKE SQUEEGEE WORK SAFE AND EASY

— USE —

PEEP O DAY and YALE CLOTH

Either one works satisfactorily and unfailingly by itself

—but the combination of both is best

For Sale by **HIRSH & KAYE**, San Francisco

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Print produced	Price
3 1/4 x 4 1/4"	3 x 4"	\$ 2.00
4 x 5"	3 1/2 x 4 1/2"	3.00
5 x 7"	4 x 6"	3.50
8 x 10"	7 x 9"	5.00
10 x 12"	9 x 11"	10.00
11 x 14"	10 x 13"	15.00

HOW TO SELL

By HERBERT N. CASSON
In *Forbes Magazine*

Thousands of sales are lost every year, perhaps hundreds of thousands—because the salesman mentions price first!

These price tellers! They are in almost every retail shop. They are everywhere.

You will find it a rule that if a salesman at once tells you the price of an article, it is a sign he knows nothing about the article itself.

And what could possibly be more foolish than to hurl the price at a customer, before he has time to see the value of the goods?

Why tell him what he must pay, before you show him what he will get?

Why make haste to tell him what he will lose, before he knows what he will gain?

The real professional rule, as every skilled salesman knows, is—never mention price until the customer thinks it is more.

If the customer at once asks the price, do not tell him. Say—"Wait a moment. I want to surprise you. Look at the goods first, so that you will see what you're getting for the money." Then, when you have given him a high opinion of the goods, tell him the price.

The customer, naturally, thinks mainly of price. You must not accept his point of view. You must think mainly of the value of the goods.

If you are selling watches, for instance, you will first hand a watch to the customer. Then you will point out its good qualities until the customer thinks it is \$10. Then you tell him the price is \$7. And you are sure to make a sale.

In every sale, a great deal of the technique consists in doing first things first; and telling the price comes at the end of the selling process, never at the beginning.

A man will go and buy an automobile for the price of a 7-room house, and he will not for a moment think that the car is dear. He is so keen to have it that he writes out the check cheerfully.

It is a curious fact that people will pay a high price for luxuries, while they hold tight to every cent when they are buying necessities.

They make more fuss about the price of a cabbage than they do about the price of a bottle of wine. They will pay \$5 for

a theatre ticket much more readily than they will pay 60 cents for a pound of sausages.

It is not the amount of the price that matters. It is the way the customer feels about it.

Consequently, before mentioning price, you must get him into a mood of desire. You must prepare his mind before you give him the price. All this seems simple enough, but it is not done in 90 per cent of the selling, either by travelers or store clerks.

The reason that it is not done is because the salesman does not know much about his goods, and, to tell the truth, is somewhat bored and fed up with them.

The salesman must know his goods through and through—how they are made—the wonderful machines that made them—how they compare with competitive goods—how they wear and the distinguished people who are now using them.

He must have a certain amount of enthusiasm for his goods—the more the better.

A true salesman, in fact, compels the customer to appreciate the goods. He gives the point of view of the goods. He points out the pleasures of ownership. He is the Spokesman of the goods.

When he is selling a fur coat, for instance, he says what the coat would say for itself if it had a voice. He points out that a fur coat is the queen of women's garments. He shows that it is more than fur—more than a coat. It gives a higher social status to the fortunate woman who wears it.

That is why a salesman must have a trained imagination. He must see what the customer does not see, and he must be able to make the customer see what he sees. He must be able to wake up the customer out of his daze, and compel him to appreciate the merits and the marvels of the goods.

A salesman must not only talk about quality. He must dramatize it. He must prove it. He must show by test and demonstration the superior quality of his goods.

Very often the goods are better than they look. A first glance at them does not tell you how valuable they are.



Side Piece No. 4B

Size 28 in. x 28 in. 24-ply
Mat Board. Four colors.
Price \$1.50

Lane Bros.
Advertising
Material is
paint-processed.
Can be cleaned
by washing.

FILMS

Muslin Sign No. 13

For those who prefer 8-hour service, we offer
"Daily Service." Size 28 in. x 28 in.



No. H7

Size 13 1/4 x 13 in. Five colors.
Price 60c



Printed in Red
Size 11 in. x 11 in.
Price 60c



No. 9D



No. 10D



No. 11D

PRINTED WINDOW STREAMERS

Size 5 1/2 x 22 in.

These streamers are ink printed in two colors on white paper. They are used to attach to inside of windows. They are very showy but not gaudy, and are quite necessary in filling out any window display.

Price per dozen, 25c



Size 28 in. x 28 in.

Order to

DEVELOPING *and* PRINTING *Daily Service*

—Price each \$1.00

ffer No. 16D at \$1.00 each, which read
of either 1x7½ feet.

NEED
FILMS

ITEM HERE

o. 14D

Black and Yellow.
n. x 21 in.

e \$1.00



Side Piece No. 2B

Size 15 in. x 28 in. 24-ply
Mat Board. Four colors.

Price \$1.00



Background No. 3A

40 in. 24-ply Mat Board. Five colors.

Price \$2.50

ay from **HIRSCH & KAYE**



Side Piece No. 3B

Size 28 in. x 28 in. 24-ply
Mat Board. Four colors.

Price \$1.50

You cannot begin
to duplicate this
line. Quantity
production alone
makes these low
prices possible.



Side Piece No. 5A

Size 22 in. x 28 in. 24-ply Mat
Board. Three colors.

Price \$1.25

Mounters for the popular 3½ x 5 Portraits



This illustrates the **EL ROY**

To meet the demand for mounters for this popular size portrait, we list in our Spring and Summer line, a complete selection in easel and folder styles - all different in appearance and stocks.

They enable you to select mounters that *help look* the price you ask for the portrait.

While it may not be practical to feature all of them, still it will be to your advantage to know them all. Write for samples. Then select those best suited for your requirements.

OUR SPECIAL SAMPLE OFFER

We have selected six styles—four easel and two folder styles. We will send samples of these, post-paid, for ten 2c stamps. You will find this selection specially good for this season of the year.

SAMPLE OFFER SS-13

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

CHICAGO

::

ILLINOIS

The Leading Card Novelty House of America

SEEN IN THE GROUND GLASS

Bert Hinthorne, of Studio Ashland, Ashland, Oregon, wrote to us from Cheyenne, Wyoming. He is visiting his parents for the first time in fifteen years. Though the studio was in the competent care of Mrs. Hinthorne during his absence, he was unable to forget business, and picked up some attractive home portrait orders while in Cheyenne.

H. Tracy Webb has opened new quarters at 1724 Broadway, Oakland, using a portion of Morcom's Art Store.

Al Speers, well known around the Bay Region, has opened his own studio in the Deschutes Investment Bldg., Bend, Ore.

T. E. Mitchell, formerly of Burlingame, Cal., writes from Abilene, Texas, that he has purchased an art store and studio in that city. It is located in the oil district not far from the Oklahoma line. We read in a Texas stock house publication that Mr. Mitchell has returned to "God's country"—evidently written by an atheist.

Our East Bay friends may reach Mr. Peterson at his residence, Apt. 208, 123 Bay Place, Oakland.

Herman Marshal has closed the studio he conducted for many years at Newman, California.

P. Hanlon is what we would call a go-getter. Very few photographers would think of opening in Gerber, California, near Red Bluff, but he temporarily located there and made pictures of the babies of the district. On the evenings of May 2nd and 3rd, in conjunction with the Gerber Theater, he conducted a prize baby show to the delight of the people and with good financial returns to himself.

Thomas Jefferson Cronise, photographer in Salem, Ore., since 1903, died on April 23rd at his home, from the effects of a cerebral hemorrhage which he suffered last December. His studio, established twenty-five years ago, will be continued by Mrs. Cronise.

Mr. H. A. Sheppard, of the Head Photo Service, Visalia, called and placed his order for a 17 x 17 Banquet Camera. We dare say he will use it frequently.

J. T. Bertrand, Long Beach, has been seriously ill. He will be remembered as former demonstrator for the Cramer Dry Plate Company.

J. B. Rhea of Monte Rio has installed an electric heated K.C. Glossy Print Dryer and is prepared to handle the enormous amount of work that will be offered to him each season at his location.

Mrs. Minnie Clark, of the Roseburg Studio, Roseburg, Oregon, called on us on her way to visit relatives in Kansas. It was her first visit to San Francisco, and Mr. Bush took delight in showing her around the city.

R. E. W. Bacon has purchased the Melrose Photo Shop on East 14th Street, Oakland, and will operate this place in addition to his own, seven blocks further in.

Here's real publicity. On May 9th the Stepick Studio of Watsonville entertained the Kiwanis Club of that city with the instructive film, "A Trip Through Film Land." This film was run as a feature attraction in one of the largest San Francisco theaters recently and is well worth seeing. Photographers who desire to use it should communicate direct with the Eastman Co., Rochester, New York.

Developing and Fixing Solution Troubles *Stop* When *Mallinckrodt* Chemicals are used ~

GOOD negatives and prints, free from spots, stain or fog are a matter of routine. That is why leading photographers appreciate most the extra advantages of Mallinckrodt Photo Chemicals. They are "Physically and Chemically Controlled," which means:

Physically

Granular, free-running salts; pour evenly; weigh easily.

Chemically

Manufactured for photo use. Pure chemicals that make crystal clear solutions without filtering. Free from any impurities that would cause developing and fixing troubles.

You Will Never Know the Full Joy of Your Work Until You
Try Them - Your Stock House Has Them

°|| Our new handbook on CHEMISTRY OF PHOTOGRAPHY is ready. Write for your copy. ||°

MALLINCKRODT CHEMICAL WORKS

A CONSTRUCTIVE FORCE IN THE CHEMICAL INDUSTRY SINCE 1867

St. Louis - Montreal - Philadelphia - New York



"JERRY'S" CORNER

By HIMSELF

This is the month when people rush to get joined in the howling state of matrimony.

✓ ✓ ✓

June has long days, but the longest days are those between the end of the honeymoon and next pay day.

✓ ✓ ✓

However, married life is like buying an automobile: It's not the first cost, but the upkeep that is expensive.

✓ ✓ ✓

Before the wedding all is peaches and cream. After that, the cream sometimes turns sour.

✓ ✓ ✓

Before they're married he promises her all the money. After they're married she gets alimony.

✓ ✓ ✓

Marriage is a give-and-take proposition: The man gives everything asked for and takes all that's handed him.

✓ ✓ ✓

Many a woman thinks she is complimentary to her husband when she tells her friends he's a model husband. (A model is a small imitation of the real thing.)

✓ ✓ ✓

It takes a brave man to be a burglar, for he never knows when some woman will mistake him for her husband and shoot him or lambast him with a window weight.

✓ ✓ ✓

Three wives are polygamy; two are bigamy, and one is monotony.

✓ ✓ ✓

The honeymoon is over when the bride finds the groom chewing tobacco.

✓ ✓ ✓

Some men have a hard time getting along with their wives. Others have a hard time getting along without them.

Years ago when they planned a home, people included a nursery. Nowadays all they want is a radio den and a basket for the dog.

✓ ✓ ✓

If a woman does housework for \$10.00 a week, that's domestic service. If she does it for nothing, it's matrimony.

✓ ✓ ✓

I heard of a farmer who took his wife to a place marked "woman's exchange" and tried to exchange her for two twenties.

✓ ✓ ✓

A married man never gets lonesome: either he's got in-laws at his home or he has to go and visit them.

✓ ✓ ✓

A married man never has to worry how he's going to spend his money: his wife arranges that.

✓ ✓ ✓

If the \$10 bill is on the inside of his roll, he has been married over a year.

✓ ✓ ✓

It's supposed to be an honor to act as best man at a wedding, but many a man is sore at his best man after the wedding.

✓ ✓ ✓

The bride usually dolls up in white, but the groom wears black clothes that would also do at a funeral.

✓ ✓ ✓

Many men are so bossy in the office because that's the only place they can get away with it.

✓ ✓ ✓

Photographers ought to erect a monument to the man that started the idea of wedding group pictures. Many a time that is the last time the groom has his picture taken.

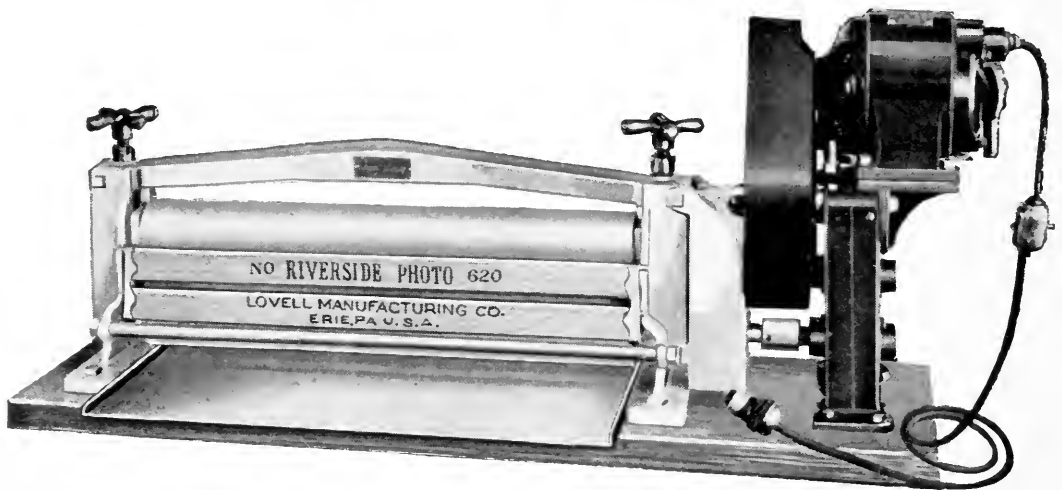
✓ ✓ ✓

Don't think I'm against getting married. I expect I'll fall myself some day, and when I do, I'll have my pitcher took.

JERRY.

Riverside Photo Squeegee Wringer

LAKE SIDE PHOTO



Same style as shown without motor and with hand crank.
Designed by Practical Photographical Engineers.

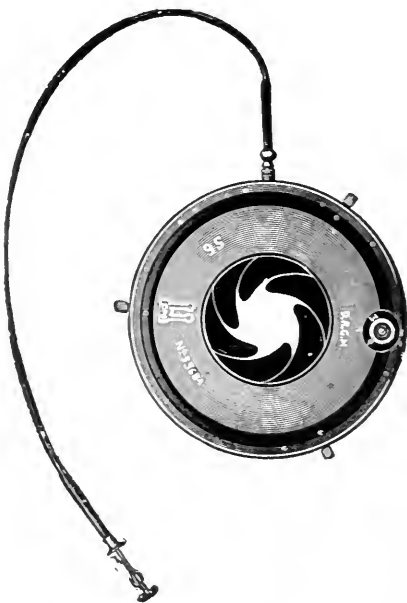
For Sale by Photographic Stock Houses

*Illustrations and prices of different styles of Photo Wringers
furnished on application*

Lovell Manufacturing Co.

ERIE, PA., U. S. A.

See this LUC SHUTTER—*IT'S THE KIND YOU WANT*



Here is an entirely new reliable "in front of the lens shutter." It is the latest development in before the lens shutters and is suitable for both time and instantaneous exposures.

The principle and mechanism are the same as employed by the best between the lens shutters and give the operator the same convenience and accuracy combined with its ready use.

This shutter will soon pay for itself in savings of time and money by making correct exposures.

This shutter is attached to the front of the lens by three positive set screws. It is the only successful quiet shutter that can be attached quickly. It will make instantaneous exposures which are regulated by varying the pressure of the release. Instantaneous exposures can be made up to 1-80th of a second.

Time exposures are quickly made by setting time button. Bulb exposures can also be made. A strong, well made metal release, one yard long, is included with each shutter.

PRICES

No. 3—Diameter $1\frac{3}{4}$ "	\$ 5.75
No. 5—Diameter 2"	6.75
No. 7—Diameter $2\frac{1}{8}$ "	8.75
No. 9—Diameter $3\frac{1}{2}$ "	11.00
No. 10—Diameter $3\frac{5}{8}$ "	11.50

Order from HIRSCH & KAYE

THE PAKO PRINT FLATTENER



This machine is adapted for use by commercial finishers, commercial photographers, and portrait studios.

Its outstanding feature is ability to eliminate the curl of prints, large or small, without in any way impairing the print. Will take prints up to 10-inch size comfortably, and will take small prints as fast as they can be fed into the machine.

Exclusive feature of importance is the web moistener, which supplies a limited amount of moisture to the belts and so does away with cracking the emulsion.

Machine is instantly adjustable to prints having various degrees of curl—simple hand lever at top of machine makes this adjustment.

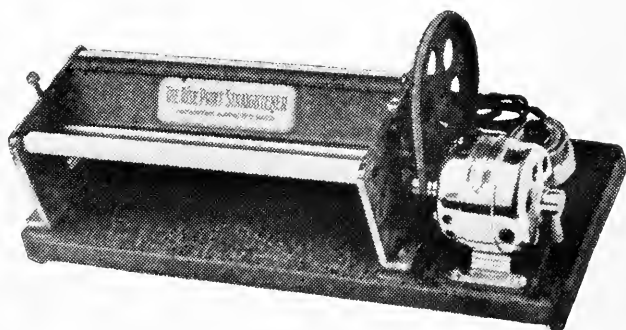
A slight reverse curl is easily given to prints for mounting.

Well made, thoroughly tested—in every respect a piece of STANDARD equipment worthy the Pak-O trade mark. Price, \$150.00.

THE RISE PRINT STRAIGHTENER

The Rise Print Straightener is the result of an insistent demand for a machine to remove the objectionable curl in photographic prints. This equipment has won wide favor throughout the country. Portrait and commercial photographers, and photo finishers in large numbers support the claim of the manufacturers that the Print Straightener is a necessary part of photographic workroom equipment.

The Rise Print Straightener is different from any other photographic appliance on the market, and many photographers fail to realize their need for this machine until they have seen the results obtained by using it. Curled prints can be sent through the Rise Print Straightener at the speed of 150 per minute and yet they will come out perfectly flat. The machine comes complete with Universal Motor for either direct or alternating current, and it is necessary merely to attach the plug to the lamp socket when the Print Straightener is ready to go to work.



Prints up to 12 inches in width can be straightened with this machine.

The Rise Print Straightener is sold under a positive guarantee to give satisfaction to the user. A Print Straightener installed now will pay for itself in the labor it will save within the next few months. Would you like to try the machine?

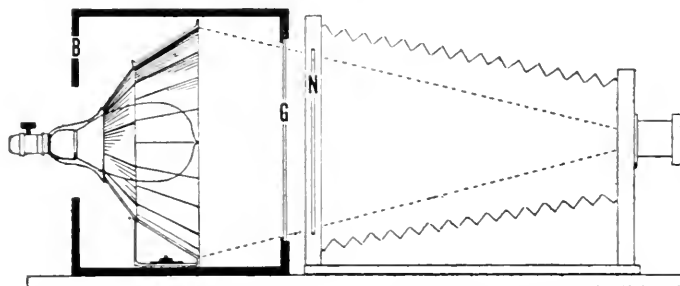
Price, \$45.00.

Hand model, without motor, \$24.00.



The Parallax System of Enlarging

"Every good negative will make a good enlargement"



The Parallax Reflector is a complete enlarging condenser with an adjustable lamp holder and wired socket for the use of incandescent electric lamps, nitrogen filled lamps preferred. Each Reflector is mounted and has a base support for attaching to the outfit with which it is to be used.

Parallax Reflectors offer the most efficient means for making enlargements with a hand or view camera. They are so constructed that the maximum efficiency of the light is utilized. This is accomplished by the scientific arrangement of a series of mirrors which collect the rays and focus them on the negative. A ground glass is used between the light and the negative to insure even diffusion of the light. Full instructions accompany each Reflector for making a home made enlarger. The home made enlarger comprises a Parallax Reflector, a grooved box for negative "N" and ground glass "G" with a tin, wooden or cardboard light shield "H" with the kodak, hand or

view camera in front as shown in the accompanying diagram. It has every required adjustment for properly centering the light to insure the maximum efficiency.

In Series C. all the mirrors are silver. In Series E. white glasses alternate with the mirrors through the central rows, giving even greater equalization of the light over the negative. The inch diameter of the Reflector is expressed in the serial number.

PRICES

No. and Series	No. of Mirrors	Largest Negative Covered	Largest Nitro Lamp	Price Without Lamp
12E	61	5x7	300 watts	\$15.00
15E	93	7x9	500 watts	30.00
19E	98	8x10	1000 watts	40.00
9C	30	4x5	200 watts	8.00
11C	30	5x7	200 watts	10.00
15C	36	8x10	300 watts	18.00

Lamps can be obtained from **HIRSCH & KAYE.**

Announcing...

The Addition of Two New

Charcoal Black Papers

Ivory "Hand Wove" and Ivory "Hand Laid"

These exquisite papers, distinctive in surface and character, will not only appeal to you, but will charm your customers as well.

The same sheet for either enlarging or fast contact printing.

...[The ideal paper]...

DASSONVILLE PHOTOGRAPHIC PAPER CO.

Coaters of Fine Papers

447 MINNA STREET

SAN FRANCISCO

· LISTED AT THE SERVICE DESK ·

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Small studio in southern Idaho. Good location, with large territory to draw from. Low rent. Investigate this. Box 2108 THE FOCUS.

· · ·

Merced, the Gateway to Yosemite, offers you a well-established studio that will give you more than a mere living. Price reasonable. Write to Box 2124 THE FOCUS.

· · ·

Here's something of interest! A portable studio, completely equipped with daylight and artificial light. Operating expenses are very low and you can select your own location. Operating room when set is 24 feet long, 8 feet wide, and contains all you need. Box 2120 THE FOCUS.

· · ·

Studio for rent in Corning, Cal. Ground floor location, low rent and no other studio within 10 miles. More information can be obtained from Box 2131 THE FOCUS.

· · ·

San Jose offers a studio in which portrait and commercial work should keep you busy. Good lights, daylight and artificial, are installed. Equipment is very modern. Box 2111 THE FOCUS.

· · ·

How would you like to own the only studio on the main street of Santa Barbara? Pictures of the building indicate an attractive location. Equipment is complete and the death of owner is only reason it is for sale. Box 2126 THE FOCUS.

· · ·

A good location, 20 miles from San Francisco, can be rented for a Studio. Write for details, to Box 2112 THE FOCUS.

How about this art and stationery store, run in conjunction with photo studio in southern Oregon town? You ought to know more about this. Write to Box 2121 THE FOCUS.

· · ·

Reno is a good photographic town. One of the old-timers wishes to sell his studio, and will tell you more about it through Box 2125 THE FOCUS.

· · ·

Looking for a studio in Oregon? We have one that can be bought for only \$200.00. Box 2097 THE FOCUS.

· · ·

Studio located in a prosperous San Joaquin Valley town, and run in connection with Art Shop, is for sale. The present owner will continue the Art Shop, which gives the buyer the benefit of his presence and good-will. Box 2109 THE FOCUS.

· · ·

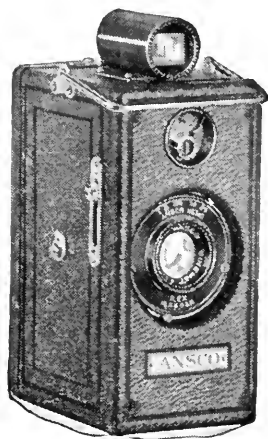
In San Luis Obispo, is a building especially designed for a photo studio. You can rent this for \$40.00 per month. Details as to equipment, etc., can be obtained from Box 2113 THE FOCUS.

· · ·

A good all-round photographer of good personality desires a position. Speaks little English as his studio has been located in Mexico. Revolution has destroyed his business. Address, Box 132 THE FOCUS.

· · ·

There are two young men listed with us that desire a position in a finishing plant. They are apprentices but would soon qualify for responsible work. Address Service Desk, c/o THE FOCUS.



THE ANSCO MEMO CAMERA

50 Pictures with One
50-cent Film

Price \$20

including soft suede case

Things You Can Do With the Memo

- Take pictures of everything interesting at one cent a shot.
- Make a complete record of your motor trip, with remarkable convenience and at incredibly low cost. Spyglass finder makes it easy to take pictures without leaving driver's seat.
- Have strip prints standard movie size for notebook album.
- Have prints $2\frac{1}{4} \times 3\frac{1}{4}$ or $3\frac{1}{4} \times 4\frac{1}{4}$ on regular finishing paper by using Memo Enlarging Printer.
- Have prints on positive film for projection by using new positive printer, ready soon.
- Copy photos, sketches, drawings, etc., for projection by using the Memo Copier (\$15).

Regular model of Memo Camera, f6.3 Anastigmat, no focusing, \$20.
Focusing model with f3.5 Anastigmat ready late in June.

The Memo is a revolutionary camera. Weighs less than 12 ounces loaded, and can be brought into action in a jiffy. Supplement your regular picture-taking with a Memo Camera.

For sale by **HIRSCH & KAYE**

ANSCO PRODUCTS, Inc., BINGHAMTON, N. Y.

San Francisco: 552 Mission Street

THE BARGAIN COUNTER

Many times you have wished for a shutter that could be conveniently fitted in front of your lens. Here is a 3¼-inch Barré Roller Blind Curtain Shutter offered for \$3.50.

Watch this one go! A 24-inch Universal Squeegee Wringer will handle Ferrotypes tins up to 18 x 24. Special price, \$12.00.

Century Retouching Desk, fine condition. Somebody will want this at bargain price of \$4.00.

Here's another shutter. A 3½-inch Silent Shutter, mounted on 9 x 9 lens board. The price is only \$4.25.

A W. & W. Indirect Light Box will flood-light your work rooms. Perfectly safe and, suspended from the ceiling, its light will reach every corner. Bargain price, \$6.00.

An 11 x 14 ROC View Camera with carrying case and two plate holders. The bellows is 20 inches long. Somebody will want this as the price is only \$21.50.

An Agfa Professional Flashlight; is big enough for average use; can be ignited simultaneously with release of shutter. The price is \$6.00.

There's big money in the enlargement of Vest Pocket and Brownie negatives. A Velox Enlarging Printer (always in focus) will make four diameter enlargements from these negatives with corresponding increase in your revenue. We offer one like new for \$45.00.

USED LENSES—LIKE NEW

5 x 7

Entry	Description	Focus	Speed	Regular Price	Bargain Price
2	Tessar II B.....	7 1/8 inch	F6.3	\$ 42.00	\$ 28.00
3	Cook Anas Series IV.....	8 "	F5.6	85.75	54.50
4	Heliar	9 1/2 "	F4.5	90.00	63.00
1	Velos Series III Betax Wide Angle..	4.3 "	F9.5	43.50	35.00
14	Verito Studio	8 3/4 "	F4	53.00	42.00
16	Verito Betax	8 3/4 "	F4	53.00	42.00
7	Vitax Studio	10 "	F3.8	110.00	88.00
		6 1/2 x 8 1/2			
1	Aldis	11 1/2 "	F4.5	150.00	90.00
4	Protar Wide Angle Series V.....	5 1/8 "	F8	31.00	25.00
3	Barré Landscape	10 1/2 "	F8	28.50	19.00
4	Barré Portrait	11 1/2 "	F5	49.50	27.50
6	Verito Studio	11 1/2 "	F4	65.00	43.00
7	Velos Series II.....	9 1/2 "	F4.5	109.00	79.00
1	Vitax	13 1/2 "	F3.8	135.00	90.00
		8 x 10			
2	Cook Portrait Series II.....	14 1/2 "	F4.5	252.00	176.00
4	Cook Anas Series IV.....	10 1/2 "	F6	131.25	78.00
2	Velos Series III Wide Angle.....	6 1/4 "	F9.5	65.00	52.00
8	Verito Studio	14 1/2 "	F4	90.00	77.00
4	Vitax	16 "	F3.8	185.00	138.00

HOW DO YOU FIND BUSINESS?

You don't find it. You must go after it. Do you wait for business to enter your studio or do you invite and urge it to enter?

Photographers cannot always afford the cost of a direct-by-mail campaign. But they can afford to use Taprell Loomis Business Letters, designed for this purpose.

The price is right, too. Ask us for samples.

Did you read your *Studio Light* for April? The article on Ferrotyping, backing and hinging glossy prints was especially timely. Every photographer who delivers commercial prints should read it.

Remember, the hinged backing strips can be obtained from HIRSCH & KAYE in 500-sheet packages of 8, 11 or 17 inch size.

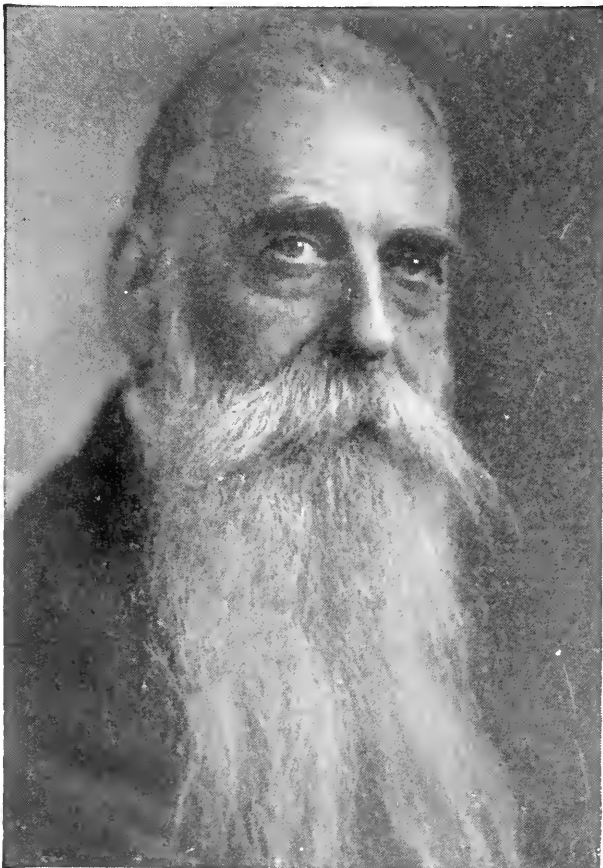
For Home Portraiture and Home Movies "Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.



IKE HOWARD

Negative by
A. B. Cornish

The
Bausch & Lomb

Sigmatar Portrait Lens

combines speed and long focus to give perfect portraits that have brilliancy and true perspective.

Speed

f:4 f:4.9

Focal Lengths

16 inch - 19 inch - 22 inch

Taken with
19" Sigmar

Professional Defender

For Portraits in Black or Sepia

In the generous assortment of Professional Defender surfaces there is just the right paper for your every-day work, for your highest price portraits, or for an attractive "special."

You will find satisfaction in your selection, not only with stock tint and texture, but with the quality of the print. Professional Defender has brilliancy and balance, steadiness and plasticity.

Made in ten surfaces, including the distinctive *Silk* and *Veltex*, all of which are duplicated in *Velour Black*, for portraits by projection.

Professional Defender Surfaces:

Veltex, S.W.
Veltex, D.W.
Buff Silk, D.W.
White Silk, D.W.
Matt, D.W.

Semi-Matt, D.W.
Buff Platinum Matt, D.W.
White Platinum Matt, D.W.
White Rough Matt, Med.W.
Buff Matt, D.W.

True Color Values

Since color is being used extensively in exterior home decorating and more flower gardens are being cultivated with colors splashing the landscape everywhere, there is greater need for the fully color-sensitive Panchromatic Film to render these colors in tone-values that approximate what the eye sees.

There's a wonderfully pleasing quality to the negative made on Eastman Commercial Panchromatic Film and prints from such negatives show green grass and other familiar objects as they should be shown. Your customers are better pleased with such prints, orders are larger and your reputation grows. Ask for the booklet, "Color Films, Plates and Filters for Commercial Photography," free on request. It explains the use of color-sensitive materials.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

JULY, 1927

Number 7



I think that I shall never see
A poem lovely as a tree.

A tree whose hungry mouth is prest
Against the earth's sweet flowing breast;

A tree that looks at God all day
And lifts her leafy arms to pray;

A tree that may in summer wear
A nest of robins in her hair;

Upon whose bosom snow has lain;
Who intimately lives with rain.

Poems are made by fools like me,
But only God can make a tree.

—Joyce Kilmer.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

Cut Film

Developers

Color Plates

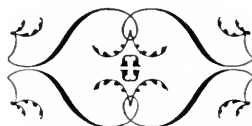
Film Pack

Flash Light Powders

And other photographic products of quality meet every demand of professional or amateur.

Our literature is a guide to dependable material for Better Pictures.

ASK FOR IT!



AGFA PRODUCTS, Inc.

116 East 13th Street, New York City

CHICAGO, ILL.
180 N. Wabash Avenue

ATLANTA, GA.
48 Auburn Avenue

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

JULY, 1927

Number 7

✓ IN THE PROFESSION ✓

SAN FRANCISCO



In these days of boyish bobs, scented cigarettes and other equal rights and privileges for woman, we think nothing of woman ownership of a studio. But to the little lady we have in mind, this experience is not a

a new one.

Perhaps there are a few old timers who recall the Abel Studio, located in the Bancroft Building on Market Street, San Francisco, before the big fire of 1906. One of the retouchers was a Miss Tishler who shortly afterwards became Mrs. Florence Schoenfeld.

After a few years of a happy married life, her husband died, leaving in her care two small boys. On April 1, 1906, she purchased a half interest in the Imperial Studio on Market Street near Grant Ave. and 19 days later her investment went up in smoke during the conflagration and she received no insurance adjustment for her loss.

Two disasters so close together would dishearten many a man, but she was not discouraged. In February, 1907, she again opened a studio at 1511 Fillmore Street, and as soon as business moved back to reconstructed Market Street, she opened a new studio in what was then the heart of San Francisco and still is a good location.

"What would be more natural than that her two boys, now fully grown, should still live with their mother. Gerald, the younger boy, is in the marine insurance business. Ernest, the older, made a trip around the world and then decided he'd rather go home and live with "Ma."

A FATHER'S ADVICE

Here's the sort of thing the father of two decades ago confided to his son in confidence and sincerity before he struck out into the world.

"My son, remember, you have to work. Whether you handle a pick and shovel, a set of books, or a wheelbarrow; whether you dig ditches, edit a newspaper, ring door bells or sell behind a counter, you must work. Don't be afraid of killing yourself by overworking on the sunny side of thirty. Men die young sometimes, but it is generally because they stop work at 6 p. m. and don't go home until 2 a. m. It's the intervals that kill, my son. The work gives you appetite for your meals, lends solidity to your slumber, gives you perfect appreciation of a holiday.

"There are young men who do not work, but the country is not proud of them. It does not even know their names; it only speaks of them as So-and-So's boys. The great, busy world doesn't know they've arrived. So, my son, find out what you want to be and do. Take off your coat and make dust in the world. The busier you are, the less harm you are apt to get into, the sweeter will be your sleep, the greater the satisfaction of the world with you and you with yourself. In short, you'll be successful, my son."

✓ ✓ ✓

The Northern California Photographers' Association held its June meeting at the Palace Hotel in conjunction with an exhibit of P. A. of A. convention pictures together with pictures submitted by a number of its own members. The Association secured a full page in the rotogravure section of the *San Francisco Chronicle*, June 12th, carrying with it the invitation to attend the exhibit the following day.

Immediately after dinner, Mr. Siller of Hirsch & Kaye gave a preview of the movies made at the East Bay Club picnic the day before. The balance of the evening was given over to inspection of the exhibits.



Always Alike —

HALOID RITO is Good to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
Hard—Medium
Brilliant Soft—Soft

Three Surfaces
Matte—Semi-Matte—Glossy

Two Weights
Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4	3.35
3.50	3 1/2 x 4	4.30
4.00	3 1/2 x 5 1/4	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
225 Fifth Ave.

BOSTON OFFICE
101 Tremont St. at Bromfield

CHICAGO OFFICE
68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
Los Angeles Agent, A. H. MUHL, 643 S. Olive Street

CAN YOU FIGURE YOUR COSTS?

If you haven't a system in operation, start one at once, and from the results obtained you can figure what it has cost you to make and sell each dozen pictures you have produced and what your profit has been. Of course, costs should be figured on a year's business to give you a correct estimate.

Keep an accurate record of every penny of your studio expense. This should include, besides the salaries of employees, a suitable salary for yourself and any member of your family who may work in the studio. If you own your building it should include an amount for rent that you would have to pay if another were the owner. It should include advertising, cost of displays, heat, light, water, repairs, insurance, postage, office supplies, telephone and sundry expenses and any losses from bad debts. It should include a year's interest on your total investment, which you will know when you have taken an inventory, as well as depreciation, which is figured in your inventory. Charge also any losses of any nature and any donations to charity, etc.

Once you know exactly what it has cost you to produce and sell your work—manufacturing and selling cost, which, to make it still more simple, we will call "overhead"—you have only to figure the cost of a year's material to be in a position to get at your net cost. From this net cost it is then a simple matter to figure what your selling price must be to make the desired amount of clear net profit.

We will suppose that your average sales for the year were \$1,000 per month, and all your expenses were \$600 per month. Of this \$600 you spent \$200 per month for material and \$400 per month for all other expenses. Therefore, your physical material represents 40% of your cost and your overhead 60% of your cost.

To find the price you must charge for any order of work, find the actual cost of material. We will say you determine this is \$3.00 on a certain dozen of photographs, then

40% of cost, or physical material.....	\$3.00
60% of cost, or overhead.....	4.50
100% or net cost.....	\$7.50

How much profit do you wish to make on this dozen portraits which it will cost you \$7.50 to produce and sell?

Here is the way the business man will determine what his selling price must be to make a given profit on his sales.

To make a profit of 50% on the selling price you must add 100% to the cost.

For 40 % profit add	66⅔% to cost.
For 33⅓% profit add	50 % to cost.
For 25 % profit add	33⅓% to cost.
For 20 % profit add	25 % to cost.

We found our net cost was \$7.50 for a dozen portraits and we want to make 33⅓% profit:

\$ 7.50—net cost
3.75—50% of cost
<hr/>
\$11.25—sale price

Reverse the problem and you prove the rule, for 33⅓% of \$11.25 is \$3.75.

Once you have established selling prices that yield you a satisfactory profit, based on the previous year's business, you have, without materially adding to your fixed overhead expenses, to increase your profits. Increasing your business during dull months is the most likely way of adding to your profits, for you are keeping your help busy.

Just here is where the value of good advertising to get new business counts. Keep an accurate account of your expenses—keep up your collections and avoid loss from bad accounts, and never sell your work without making a fair profit, and you should have the best business of any year in the history of your career.

System is worth studying carefully for it is as important as the quality of the work you make. Ask for the booklet, "System for the Photographic Studio."

—Studio Light.

• • •

The new line of mountings offered this season are extremely attractive. Hirsch & Kaye salesmen will have a complete line of samples to show you, so be sure to see their samples before you place your orders. You will be glad you did.

GRAF Variable Anastigmat

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

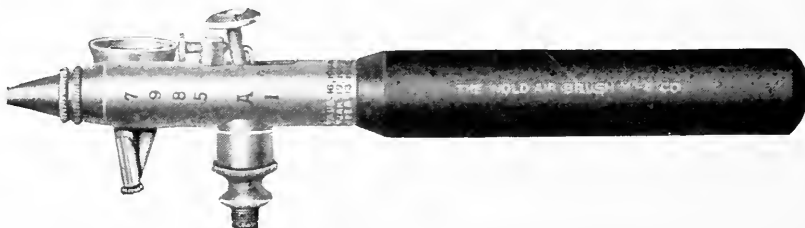
FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL COMPANY
SOUTH BEND :: INDIANA

Necessity for the Photo Retoucher The *WOLD* Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.
2173 N. California Avenue CHICAGO, ILL.

TO MAKE SQUEEGEE WORK SAFE AND EASY

— USE —

PEEP O DAY and YALE CLOTH

Either one works satisfactorily and unfailingly by itself
—but the combination of both is best

For Sale by HIRSCH & KAYE, San Francisco

AT YOUR SERVICE

NORMAN GEORGE SILLER



The initials "N" and "G" are emblematic of Siller's two outstanding qualities . . . Nerve and Grit. He has both, in abundance. Nerve to tackle hard tasks and big problems and the Grit to stick to them until they

are done. An example worthy of all imitation.

We feel safe in saying there is no photographic salesman west of the Mississippi who is better fitted as a Technical Adviser than Norman himself. Many of the largest corporations in the West have sought his counsel in solving their intricate photographic problems and he finds extreme delight in drawing on his fund of knowledge and his years of active contact with the photographer for answers.

He was born in Buffalo, New York, and as a lad took his first "fly" in the business world with a telephone company. From this he drifted into the dental supply game and stuck with it until the family trekked West in 1903. In Denver, Colorado, his photographic experiences began and for

four years he was connected with the Denver Photo Materials Company, serving under the well known Ernest R. Lunbeck.

During the four years his career had taken definite shape and he next jumped to the Coast and associated himself with the Anderson Supply Company of Seattle. The following year, 1907, marked his advent into California and onto the payroll of Hirsch & Kaye.

A goodly portion of his years with our firm have been spent as outside salesman covering San Francisco and the Bay District. During the past year or more he has been concerned principally with motion picture and special detail work. The new 16 mm. size M. P. Cameras intrigue him a great deal, he confesses, and rumor has it around the store that he sleeps with one of them under his pillow.

He is married, as you have guessed, and has a talented daughter . . . Barbara Ann.

His hobbies are music and eating. Both of them always sound good to him.

Some one of these days when we get brave enough we'll tell you of the time he mortified us at a formal banquet by putting sugar in bouillon and of another occasion when he fell out of the third story window. Both stories are "darbs," but they'll have to keep. See us some day and we'll whisper them to you.

ONE PROOF OF THE PUDDING

Almost all of those who write for the public—and among such are to be included writers of house organs—are smitten more or less regularly by the horrid fear that nobody reads what they print. Why? Because the written-to public has no particular reason for giving any sign of satisfaction or dissatisfaction or anything else. Print is a one-way street. It leads from the writer to the writee, but rarely the reverse. Response is slight.

It has been said that perhaps one of the best ways to insure proof of being read is to make some error of fact. Rebuke from the hitherto silent and seemingly oblivious audience arises then in such volume and power that a writer is heartened.

Hereafter, whenever the editor feels that

his gems of thought are falling upon stony ground and that the silence is becoming deafening, he shall slip up on some statement and see what happens. To do this may take the courage that animated Christopher Columbus when he shot the apple from his son's head, but it will be worth trying.

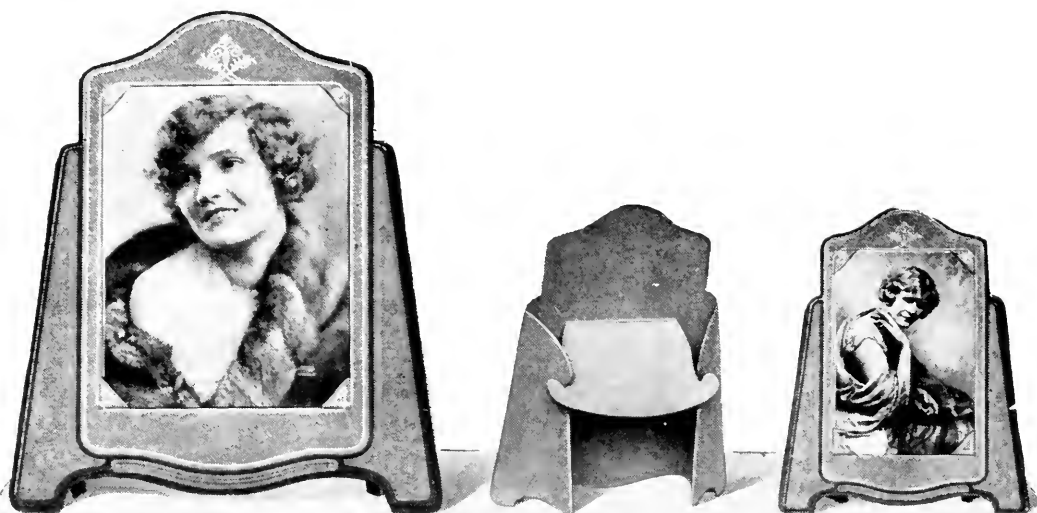
Anyhow, the present announcement will make a dandy alibi if a real and not intentional error happens to creep in!

~ ~ ~

LESS THAN DOZEN PRICES

For the convenience of our friends we have copies of a suggested scale of prices for quantities of pictures less than a dozen. Prices for duplicate orders are also shown. Be sure to get your copy.

It is more than just a Mounter ~



The VENDOME

It is splendid advertising to have your portraits displayed in the homes of your customers. A portrait put away in the drawer is soon forgotten and a good publicity opportunity lost.

This is one of the reasons why the VENDOME will appeal to you for it immediately suggests itself as an easel to be *set up* on table or desk—not to be folded up and forgotten.

In Greystone and Browntone.

Sizes	4x6	4 $\frac{3}{8}$ x6 $\frac{3}{8}$	6x8	7x9 $\frac{3}{8}$
Price per 100.....	\$12.00	\$14.50	\$19.00	\$22.00

Do not delay becoming acquainted with this practical, artistic mounter. It is not only a suitable mounter for your portraits, but will also prove one of your best advertising mediums for it will be displayed in the homes of your customers and prospective customers.

Samples of both colors
for fifteen cents.

SAMPLE OFFER FW-8

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

CHICAGO

::

ILLINOIS

The Leading Card Novelty House of America



TEACHING THE MILLIONS THAT



PHOTOGRAPHS *Tell the Story* and PHOTOGRAPHS *Live Forever*

Numerous practical business-building helps designed to aid the local photographer to build up his business will be available immediately to photographers who have subscribed to the national advertising fund, according to information just received from national campaign headquarters.

These business-builders are an important part of the national advertising and merchandising program of the industry and will tie up the local studio very closely as part of this great progressive movement. By identifying the local photographer with that movement and by giving him practical help in solving his business, they should do much to add to the volume of his sales.

A series of sales letters, a series of newspaper advertisements, reprints of national magazine advertisements, window strips, counter cards—these are some of the things which will be available to photographers who have contributed to the fund.

Two complete series of sales letters have been prepared. One is for use by portrait photographers in soliciting sittings and the other is for the commercial studios. These go to photographer subscribers free. Where there is more than one photographer subscriber in a city, different sets of letters will be furnished to each. Suggestions on how to build up prospect lists and how to follow them up will be furnished as well.

A service of newspaper advertising copy, in mat form, will be furnished to subscriber photographers. A nominal charge, held down to the very lowest possible amount to cover only the expense of preparing and distributing this material, will be made for it. These are for use by the photographer subscriber in his local newspaper.

Letter-press reprints of the national magazine advertisements will be sent regularly each month free to photographer subscribers as they appear. Photographers are urged to use these in the display case to promote their business and also to give additional publicity to the national movement.

Window strips will also go out each month to photographer subscribers. These will carry the captions of the magazine advertisements appearing during the current month. They are to be used in display in the window or door of the studio or in some other place where they will show up to advantage.

Counter cards are furnished to photographer subscribers. New ones will be sent out each month. These are to be used to mount examples of the best work the photographer has ever done. They should be displayed on the counter or in some other conspicuous place about the studio.

In addition to these aids now ready for his use, the photographer subscriber to the national advertising fund receives certain important benefits as a member of the Photographers' Association of America. These include a certificate of membership, for display on the walls of his studio; electrotypes of the mark or seal of membership, for use on his stationery and billheads and in his newspaper and other advertising; and a window transfer or decalcomania of the emblem of the Association. The photographer subscriber is also franchised to use on his photographs the mark of membership, which carries with it the prestige of the organization.

SPEED · FOR · BETTER · RESULTS

HAMMER PLATES

with shortest exposure and least effort, produce negatives of highest quality. Speed, Uniformity and Brilliancy are their chief characteristics.

COATED ON EXTRA SELECTED, CLEAR
TRANSPARENT PHOTO GLASS

*Hammer's Booklet, 10th edition,
sent on request.*



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

New York Depot, 159 W. 22nd Street, New York City

Sterling Developing Tanks Will PAY YOU



SAVE TIME,
MONEY,
SOLUTIONS

Large Capacity
Low Cost
Best Results

AMATEUR FIN-
ISHING OUTFITS

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

Demand Sterling

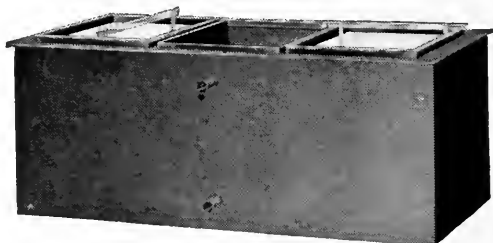
(The name "Sterling" is stamped under rim of every tank.)

Made in two sizes
5x12x42" tanks hold 10 gallons.
8x12x42" hold 17 gallons. Both Blue and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name.
"Pioneer Tank Builders" BEAVER FALLS, PA.

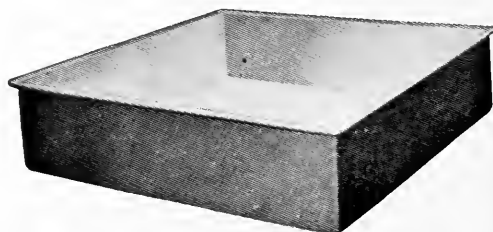
GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x12x5"

12x16x5"	16x20x5"	18x22x5"
18x24x6"	20x24x6"	20x30x6"

SEND AN EXHIBIT

Start now and make up an exhibit for the Los Angeles Convention of the Pacific International Photographers' Association, September 14th, 15th, and 16th.

The practice you get from doing your best will prove of immense value to you, and your exhibit will serve to show you how you stand photographically. Take stock of yourself and get going at once. Don't wait until the last minute and then "just take something off the wall." If you do you may be surprised to see what gosh-awful stuff it is when you again come up with it face to face in the Convention hall.

Mr. C. L. Todd, the past chairman, writes us a very good letter and makes some splendid suggestions. Speaking of the exhibition at Seattle Mr. Todd says: "After the pictures had been on the easels a couple of hours nearly every print had turned its toes to the daisies." To obviate this trouble we would, therefore, urge every exhibitor to "lay 'em flat and nail 'em down." There is nothing so "untidy" (quoting Mr. Todd) as curly prints, unless it is dusty, curly prints. "The genius of the photographer who knows how to keep his prints flat should be recognized by the judges," continues Mr. Todd.

As many of the exhibits arrived on the opening day of the Convention at Seattle, the work of judging had to be done in a turmoil. In order that we may not again err in this matter we ask that you have your exhibit reach us on or before September 10th. Late arrivals if hung cannot be judged since we expect to have the judges do their work before the Convention opens.

J. W. BEATTIE,

Chairman International Exhibit Committee.

P. I. P. A., 6548 1/2 Hollywood Blvd.,
Hollywood, California.

✓ ✓ ✓

Two \$100 prizes are to be given to the members of the PACIFIC INTERNATIONAL PHOTOGRAPHERS' ASSO-

CIATION attending the Los Angeles Convention. \$100 is being offered by the All-Year-Club of Southern California and \$100 by the Ambassador Hotel.

The pictures must be typical of southern California and usable in their advertising.

The rules are being published in the Bulletin issued by that Association and may be obtained from the address, 703 Market Street, Room 411, Claus Spreckels Building, San Francisco.

IDA M. REED,

Secretary.

✓ ✓ ✓

On Sunday, June 12th, the East Bay Commercial Photographers' Club, together with their friends, gathered for the annual picnic at the Little Red Schoolhouse in Crowe Canyon, about seven miles west of Hayward. The day was filled with lively incidents, many of which were recorded permanently by motion pictures. Our genial friend, Mr. Blooman, was observed on the hunt for still pictures with his kodak. As usual a wonderful time was enjoyed by all who attended.

On the evening of June 21st the East Bay Commercial Photographers' Club held its dinner meeting in the Florence Cafe, in Oakland, later retiring to the Kelly Laboratory Projection Room where movies of the picnics of 1925, 1926 and 1927 were shown. Mr. Siller also showed the movies made with his Filmo at the 1927 picnic. Other comedies added to the pleasure of the evening. From all reports, it pays to accept an invitation to any affair given by the East Bay Club.

✓ ✓ ✓

IDEAS ARE VALUABLE IF AVAILABLE

✓ ✓ ✓

Save your copies of THE FOCUS. Some day you will want information to be found in this and other issues.

COOPER HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

For Sale by **HIRSCH & KAYE**

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Print produced	Price
3 1/4 x 4 1/4 "	3 x 4 "	\$ 2.00
4 x 5 "	3 1/2 x 4 1/2 "	3.00
5 x 7 "	4 x 6 "	3.50
8 x 10 "	7 x 9 "	5.00
10 x 12 "	9 x 11 "	10.00
11 x 14 "	10 x 13 "	15.00

ALBO

gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

PREPARED BY

**Wildberg Bros. Smelting
& Refining Co.**

San Francisco

Who will buy all the recovered
silver at highest market price

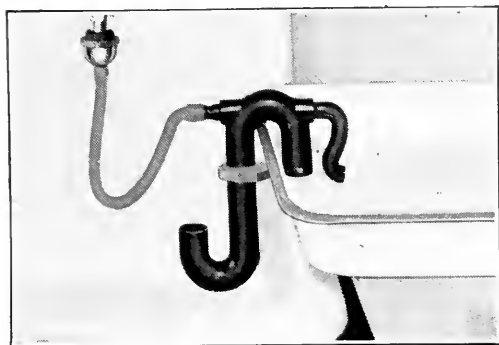
Distributed by

HIRSCH & KAYE

THE DEVRY MOVIE CAMERA

The DeVry Movie Camera for regular 35 M/M Films and selling at \$165.00 with case is becoming quite popular and the results obtained are certainly very satisfactory. It is time now for the photographers to get into the movie game. We recommend the 16 M/M Cameras the same as the Cine Kodak and Filmo where it is possible to get satisfaction using this film. There are many manufacturers who have Projectors for the 35 M/M Film and who are wanting new films. For this work the DeVry Movie Picture Camera is proving a success. We carry these cameras in stock and would be pleased to give any information wanted regarding the use of the same at any time.

THE NEWEST AND SIMPLEST WAY TO WASH PRINTS



The new Eastman Automatic Tray Siphon is a simple little device, as shown in the cut, made of hard rubber, and is held in place on the edge of the tray in which the prints are to be washed by means of a soft rubber buffer. It is connected to any cold water outlet by means of a rubber tube and the way in which it agitates the prints, bringing fresh water in contact with them constantly, and all with a surprisingly small amount of water, will be a revelation.

In contrast to the equipment hitherto available for washing prints the price of the Automatic Tray Siphon seems almost negligible.

The Eastman Automatic Tray Siphon
with hose and faucet connector.....\$6.00

/ / /

No photographer can afford to miss the helpful notices frequently sent out by the Jas. H. Smith & Sons Co., makers of Victor Flash Powder and lamps. The portrait and commercial man both need this help.

If you are not on their mailing list tell us and we will see that your name is entered. Hirsch & Kaye carry a good supply of Victor products for immediate shipment.

/ / /

Photographers in Sacramento Valley towns and northward will be interested in this: The Golden Gate Ferry Company has established a reliable, covered parking area in Vallejo. When you plan a brief visit to San Francisco, drive to Vallejo, park your car 24 hours for 25 cents, and take the boat to San Francisco. Round trip fare on boat is \$1.20. In this way you eliminate bridges, ferries and a great deal of traffic. When you get off the Vallejo boat on its arrival in San Francisco take car 1, 2, or 3 to Hirsch & Kaye.

HOT WEATHER HINTS

When the really hot days arrive, manufacturers of sensitized paper begin to hear of trouble, usually encountered when the first big volume of business of the season is being handled. Almost invariably it is found that the trouble is not due to defect in the paper or chemicals but is the direct result of the effect of hot weather on chemical action. This effect is known as *chemical fog*, a common hot weather trouble. The following hints are therefore timely:

Heat hastens almost any chemical action. Chemical fog is simply a too vigorous action on the part of the Metol, Hydrochinone, etc. (the developing agent) and the Carbonate (accelerating agent) of the developing formula.

With this understood, the remedy is obvious. Retarding a too vigorous chemical action is easy: either by increasing the Bromide—which is a restrainer or balance wheel of the developer—or by reducing the temperature of the bath. This latter is done by placing the developing tray in a larger tray filled with cracked ice or ice water.

Now as to Bromide: Necessarily the amount of Bromide recommended in a formula is for average conditions, and is based on the natural character of the emulsion itself. It is not figured for unusual conditions such as extreme hot weather. Consequently, when chemical fog is encountered the amount of Bromide can be increased—and it should be increased, *liberally*—above the amount given in the formula.

With Defender paper any quantity of Bromide necessary may be used without injury to either quality or tone. This is a valuable feature when hot weather trouble is encountered, making the remedy suggested easy to adopt. *Do not be afraid to use Bromide.* It will carry you through the dog days and keep the work rolling out fast and clean.

NEW PROFESSIONAL CATALOGUES

/ / /

The 1927 Eastman Professional Catalogue is now available. If you have not received your copy ask for it. Several new and interesting items are listed.

· PROFESSIONAL SERVICE ·

Duncan G. Blakiston

Portrait Painter

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures.

1109 MARKET STREET
San Francisco

Room 208 Phone Park 7167

**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film.**

Highest Prices Paid



P. H. KANTRO

PORTAGE, WIS.

For Good Retouching

Send Your Orders to

ANNE ROSTON

APT. 42—929 PINE STREET

Phone Prospect 5677

SAN FRANCISCO . . CALIFORNIA

YOU HAVE

A SILVER MINE

In Your Studio

Operate it without labor, odor, or
inconvenience, with

KAN-RITE

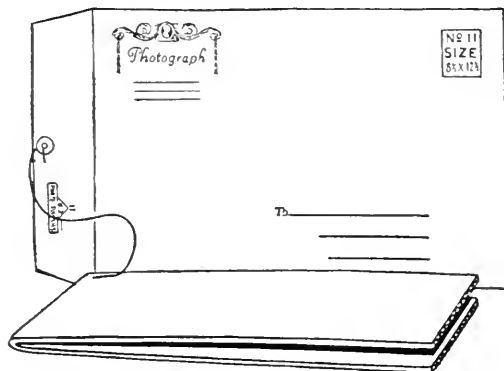
The modern Hypo precipitant, and make

1000% PROFIT

At your Supply House or

Kantro-Gunnell Refining Co.

Portage, Wis.



The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by HIRSCH & KAYE

SIZES for any need!

PRICES none can meet!

Prompt Shipments!

The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following

Popular Sizes Size

No. 2.....	5 1/2 x 7 5/8
No. 3.....	6 3/4 x 8 1/4
No. 4.....	7 1/2 x 9 1/2
*No. 5.....	8 3/4 x 10 1/2
*No. 6.....	10 1/4 x 12 3/8
*No. 7.....	12 1/4 x 14 1/2
*No. 8.....	10 1/2 x 15
No. 9.....	6 1/4 x 9 1/4
*No. 10.....	7 1/2 x 11 5/8
*No. 11.....	8 3/8 x 12 1/2
*No. 12.....	13 x 17 1/2
No. 14.....	16 x 20 1/4

Packed in cartons containing fifty.

U. S. M.

(Unusually Slow Motion)

The following article was clipped from a recent daily paper and reminds us that there is many a true word spoken in jest:

"Alamosa, Colo.—A letter mailed thirty-five years ago was delivered yesterday to Mrs. Eugene Williams of Sagauche, Colo., and it had only thirty miles to go to reach the addressee who, in 1893, was teaching at Cochetopa. This news item shows that the elapsed time for mail delivery has been reduced by several years. Especially is this true of San Francisco to Oakland correspondence. It is now possible to get a letter between these two points in half the above mentioned time. The day is coming when a San Francisco letter or package will be delivered in the East Bay quicker than it takes to get one to New York. Once upon a time epistles mailed to Oakland men were opened by their descendants. That was the beginning of heir mail. U. S. M. originally stood for unusually slow motion. But it is believed that trans-bay mail service can still be cut a year or two."

/ / /

President Coolidge will spend his vacation at Custer Park, South Dakota. Newspapermen and others interested will make their headquarters at Rapid City, South Dakota, 32 miles away, and the home of the Rise Print Straightener.

. . . .

Rapid City, S. D. (by private wire to THE FOCUS)—In an exclusive interview today given to Jerry, Mr. Rise denies that he will be called upon to "straighten" the nation's affairs. "This is out of my line," he said, "but we specialize on crooked, warped and curled prints and guarantee satisfaction."

/ / /

GOOD ROADS PAY

Readers may be interested in a communication received from W. B. Lewis, Superintendent of Yosemite National Park.

During the month of April 4,536 motor vehicles with 14,582 persons registered at the Park entries as compared with 301 and 777 people for the same period in 1926. The total number of visitors entering the Park from October 1, 1926, to April 30, 1927, number 75,626, compared with 7,943 for a similar period a year ago.

GEVAERT LANTERN SLIDE PLATES

We are now prepared to make prompt shipment of Gevaert Lantern Slide Plates, in either normal or contrast grade, in package of one dozen or one gross.

Per dozen.....	\$.30
Per case (30 doz.).....	10.50
Per gross.....	3.84

/ / /

MONEY MAKERS

Have you a scheme that has actually made money for you, one that you can truthfully recommend to other photographers? If so, write it out—not over 200 words—and send it in. THE FOCUS will give \$5 in merchandise for the best Money Maker sent in each month. Who will be first?

/ / /

AT LAST—A REAL HOME ALBUM

The national advertising campaign will cause a revival of an almost extinct American heritage, the family album. But in its revived form it will be a source of pride to the owner.

Taprell Loomis Co. announce a new album for this purpose. Two colors, green and brown. The binders sell for \$5.00 each and leaves are 20 cents each. With a discount of 50% you make a profit of 100% on binder and leaves, besides the profit from repeat and future orders for pictures to be added to the album.

Get your customers to buy albums and you will receive their future business. Try it! Order one of each color from Hirsch & Kaye today. A suitable display card furnished to each studio that orders albums and suitable announcements can be purchased at \$5.00 a thousand.

/ / /

VENTILATION NOW POSSIBLE

The average darkroom is poorly ventilated, which results in decreased efficiency in your work, spoiled paper, and generally unpleasant surroundings.

To overcome this condition we supply the Dark Room Ventilator, which can be installed in the transom or wall, a door, admitting air but no light. 12 inches long, 24 inches wide, 1 inch thick, finished in enameled maroon. \$5.00 each.



ONE OF THE
"PHYSICALLY AND CHEMICALLY
CONTROLLED" PHOTO CHEMICALS

Still a Better Sulphite

THE new Photo Sulphite has become very popular with all those who have tried it. Since first putting this finer product on the market about a year ago, nearly 50 per cent more photographers are using *Mallinckrodt* Photo Sulphite than ever before.

Such increased demand is remarkable, but not surprising, considering the many advantages it has over the old powdered form of Sodium Sulphite.

1. It is granulated in form. Free-running, easy to weigh out. No caking in the package or sticking like plaster of paris in the bottom of the container in which it is dissolved.
2. Makes a crystal clear solution. No filtering is necessary.

If you have never tried this new Sulphite, let us send you a one-pound sample for just the cost of mailing. Send 10c in stamps or coin to our nearest branch.

MALLINCKRODT CHEMICAL WORKS

A CONSTRUCTIVE FORCE IN THE CHEMICAL INDUSTRY SINCE 1867

St. Louis · Montreal · Philadelphia · New York

SEEN IN THE GROUND GLASS

"Mose" Grady believes in tying up with the National Advertising Campaign. He recently mailed two letters to his patrons and friends in which he stressed the sentiment and the need of photographs for Mother's Day and graduation. The letters were extremely attractive and beyond doubt productive of results.

✓ ✓ ✓

A. F. Wagar surprised us with a visit. With two plants (Ukiah and Santa Rosa) he is a busy man these days. Asked how he could get away, he replied that he let his wife take charge for a while. Here's a suggestion for the poor, tired, business man.

✓ ✓ ✓

Mr. Wolff says he has found the only photographic establishment that closes Saturday afternoons. It's the Depue-Morgan Co. of Seattle. After all, why not?

✓ ✓ ✓

Three million dollars is the amount of this year's Eastman Kodak wage dividend to the employes of the company in its annual disbursement. This is the seventeenth year since the policy went into effect and nearly twenty-one million in profits have been shared with the workers.

✓ ✓ ✓

A. Bayer has opened a studio at 307 1/2 K Street, Sacramento. We feel sure of his success.

✓ ✓ ✓

Charles R. Wise, well known salesman for California Card Mfg. Co., died on June 7th. The indirect cause was an ulcered tooth.

✓ ✓ ✓

Ossian Hagman of Watsonville was in town for only a few hours. Whenever he and Bush get together the subject of conversation is the late Wm. J. Bryan.

Ownership of a negative made from an original photograph of Abraham Lincoln, claimed by A. B. Bliss, photographer of Lincoln, Ill., was awarded to A. F. Dougherty of that city by the appellate court of the State. Bliss asserted that the ethics and common practice of the profession gave him ownership of all negatives he made, but the court held that in this case he had been paid specifically for making the negative and it was consequently the property of the customer.

✓ ✓ ✓

Martin L. Wolver, who was formerly with Burke & James, is now with Hammer Dry Plate Co., and made his first call on us in this capacity.

✓ ✓ ✓

Cecil Blakemore of the Western Photo Co., San Francisco, died on June 6th, after an illness dating back to the first of this year.

✓ ✓ ✓

J. T. Bertrand's many friends throughout the State will rejoice to learn that he is recovering from the serious illness which confined him to the hospital for a long time.

✓ ✓ ✓

The many friends of Frank Bassett, who was injured by an automobile in a San Francisco "Safety Zone" in January will be glad to know that he was removed from the hospital and is now confined to his bed at home. He will still be in a cast for several months. (If you want to get a sample of real optimism and good cheer, call on him.)

✓ ✓ ✓

The picture of the Giant Humboldt Redwoods used on the front page of this issue was kindly furnished by the *Humboldt Standard*, Eureka, Calif., in the heart of the Redwood district.



Your Lens is an Outlet for Personal Expression

A lens of quality aids materially in the portraying of the subject true to life and contributes greatly to the distinctiveness of the finished photograph.

The Series II Velostigmat f4.5 is a high speed anastigmat lens that is ideally suited for all-round studio, home portrait, speed and commercial work — *a lens of quality.*

A trial will convince you.

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U. S. A.



“JERRY’S” CORNER

By HIMSELF

A swell dame stopped me on the street and asked me if I would help the working girls home. Sure, I sed, which way does they go home.

She wanted to sell me a ticket for a benefit performance. It was worth four bits to have her talk to me so I handed her the price of my lunch for two (2) days.

I got there early and a couple of flappers took seats in front of me. One of them says, says she—Asbestos? Oh I’ve seen this show before. The other one she says that aint the name of the show, it’s Latin for welcome.

The program was started by a slick march called the Oil King or some such name, played by a band in white uniforms.

The next number was a song. From where I sat in the second balcony I couldn’t hear the announcer, but it sounded like a Colorado Suprano solo from Fillet Mignon. (That’s the name of a opera.)

Grand Opera is melodrama in evening clothes. I prefer melodrama because I can understand it, and can hiss the villain without getting throwed out.

Then they announced a little dance by a little girl who wore little clothes. What she wore was distributed where it would do most good.

Next on the program was a man named Olson who wore a Scotch costume and sprung some Scotch jokes. The only one I remember is about the Scotchman who fried his bacon in Lux so it wouldn’t shrink.

Every time I see a Scotchman in costume I wonder if they have mosquitoes in Scotland.

Next was a Howareyan dance. The girl was surrounded by a haystack and every once in a while it shook like an earthquake.

A man came out to play a song on a big brass horn. You know the kind—ump-a! ump-a! Some fellow in the front row downstairs started to eat a pickle and crabbed the act.

Another fellow came out to sing a song about a vulgar boatman. I’ve traveled a lot on the boats to Oakland and always thought the boatmen were a decent lot of fellows. The song made me think perhaps this one was on a submarine.

Oh, yes, I nearly forgot. The band from the Municipal Railway played a selection from Carmen. It sounded like a bull fight.

They announced another performance the following week, in which they would have a lady ride a white horse like Lady Godiva. “I’m coming,” said the man next to me, “I haven’t seen a horse for twenty (20) years.”

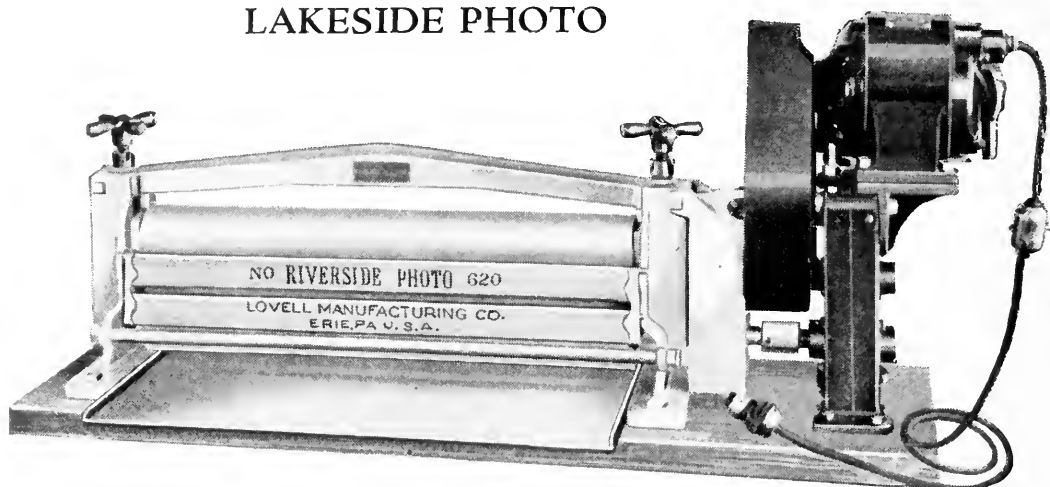
A cowboy came out to sing the Livery Stable Blues. The words were good, but the air was bad.

Finally someone threw a cowardly egg (one that hits you and runs) and that brought down the curtain. Outside of the players, a good time was had by all, especially

JERRY.

Riverside Photo Squeegee Wringer

LAKE SIDE PHOTO



Same style as shown without motor and with hand crank.

Designed by Practical Photographical Engineers.

For Sale by Photographic Stock Houses

*Illustrations and prices of different styles of Photo Wringers
furnished on application*

Lovell Manufacturing Co.

ERIE, PA., U. S. A.

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Sensitized Photographic Products

FOR PERFECT PICTURES

NOW READY

Our New Combination

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A Special Product for Every Specific Need

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HAVE YOU AN ANNUAL FOR REFERENCE?

The orders that continue to arrive for British Journal Almanacs and American Annals remind us that every photographer should have one of each for quick reference. Formulas, stunts, short cuts, and helpful dodges, gathered out of the experiences of hundreds of photographers are yours at a moment's notice.

British Journal Almanacs—

Paper cover.....\$1.00

Cloth cover..... 1.50

American Annals—

Paper cover.....\$1.50

Cloth cover..... 2.25

The supply is getting smaller every day. Order today from Hirsch & Kaye.

A NEW MODEL BORDERTINTING PROJECTION PRINTER

The manufacturers of the Bordertinting Projection Printer have announced a new 1927 model on the 8 x 10 machine.

The new 8 x 10 Bordertinting Projection Printer will reduce one-half diameter, or to 4 x 5 from 8 x 10 negatives. It will reduce negatives of other sizes in like proportion, and it will enlarge 3½ diameters.

The outside dimensions of the new 8 x 10 printer are 24 x 34 x 66 inches. The price of the machine without lamps is \$350.

The former model Bordertinting Projection Printer in 8 x 10 size for \$325 has been discontinued.

LITTLE SMOOTHER NOW

Velour, Black, White and Buff Platinum Matte are slightly smoother than they have been during the past. If your customers prefer the rougher surface, sell them the Rough White or Buff.

WHO'LL DARE DO THIS?

It's a good guess to say that about one photographer in ten exhibits a good family group picture of his own folks.

Professional photographers passed one of the most profitable ideas in the business over to the amateurs when they stopped pushing the family portrait business. This business should be brought back.

Here's a selling idea that will pull business for any photographer if he dares do it.

Get your own family together for the best group picture you know how to take. Select fifty families of your kind of folks that you know and send the mother of each one of them a print with this personally written note:—"I have just finished this portrait of our folks—can't I take one of your family?"

You'll start the family portrait business again in your town.

THE CARE AND STORAGE OF GLASS NEGATIVES

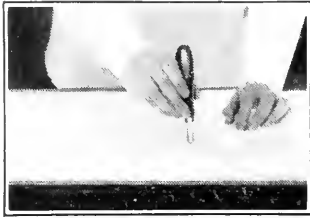
Negatives stored away for future reference are apt to become scratched and it has been found that treatment with a formalin solution will sufficiently harden the emulsion to protect them. Each negative should be properly fixed and washed and placed for ten minutes in a ten per cent solution of formalin and again washed in running water for fifteen minutes. It may be then dried naturally or by heat. This treatment makes the emulsion so hard that it is impossible to reduce or intensify, and treatment of this nature should be done before hardening.

The formalin hardening process is not only desirable for negatives that are to be stored away, but also for negatives from which a great many prints are to be made. Another protection, varnish, can be made by dissolving thirty to forty grains of Celluloid in four ounces Amyl Acetate. Pour a few drops of the varnish on the negative (which should not be heated) and spread with the forefinger over the film. While wet, it may look uneven, but it will dry perfectly smooth, without patches or ridges. It is best to varnish in a room where the dust has not been recently stirred, because any dust that settles on the negative while wet will be hardened into the negative.

THE PHOTO FINISHER

This is the name of the newest of a series of helpful books prepared by the Eastman Kodak Co. As its name indicates, it is intended to help the finisher. The first number has been received and is very interesting and helpful. The book will be sent to every finisher on the Eastman list but if you are a finisher and don't receive your copy tell us and we will do the rest.

EASTMAN PRINT EMBOSSESSER



Popular demand for enlargements with plate-sunk centers, the Etchcraft style, for example, calls such a device as

the Eastman Print Embosser into almost constant use in the finishing laboratory.

You know the way these pictures are made—the cardboard form or pattern which is to give the embossed effect and the face-down print are placed on a light-table so the enlargement may be scored. Here the Eastman Print Embosser comes in—refer to illustration.

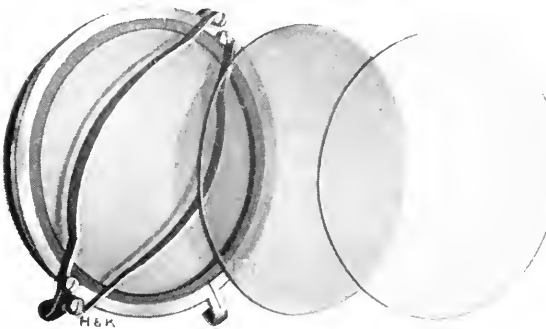
This handy embossing tool has a rotating ball in the end of the metal rod which is fixed firmly in the handle. This feature was devised to avoid any tendency of the paper to crack, even if scored when dry.

You will find that the rotating ball is just the right size, and the embosser a thoroughly convenient and practical device.

Better have done with make-shifts, get an Eastman Print Embosser for your finishing plant.

Price, 50 cents

BARRE COLOR FILTERS



The newest as well as the most convenient and practical color filter. It consists of three screens made of optically plane glass, light, medium and dark, increasing the exposure three, six, and ten times, respectively, when used with Orthochromatic, Isochromatic, or other color sensitive plates.

When not in use, all the screens may be carried in the holder, which consists of a threaded metal ring with collar and an ingenious spring catch, by means of which the screen is instantly fastened to the lens.

Prices

No. 0 for lenses up to $\frac{3}{4}$ diam.....	\$2.00
No. 1 for lenses up to $1\frac{3}{8}$ diam.....	2.25
No. 2 for lenses up to $1\frac{5}{8}$ diam.....	2.75
No. 3 for lenses up to $2\frac{3}{8}$ diam.....	3.25
No. 4 for lenses up to 3 diam.....	4.75

PROBUS PRINT LUSTRE



This new Probus product adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia toned or redeveloped prints. Invaluable for cleaning soiled photographs or renovating old prints for copying. Unequaled as a negative varnish and retouching medium. Once used, Probus Print Lustre will be found indispensable.

Half pint tin, 65 cents

For sale by HIRSCH & KAYE.



MAZDA LAMPS

Lamps for any purpose, of any color or design, can be purchased from Hirsch & Kaye.

BARRE RETOUCHING LENS HOLDER



With the Barré Retouching Lens Support, you can adjust the retouching glass readily and hold it firmly in any desired position.

It leaves both hands free and is, therefore, the most useful device of its kind on the market. All metal construction—strong and durable. You need it.

Price, \$3.00

For sale by HIRSCH & KAYE

LISTED AT THE SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

San Jose offers a well established studio that has changed hands several times in the last two years because of death of original owners. It is a ground floor location in the business district and is complete in its equipment. Present owner must sell because his wife is interested in a business in another city. The price is low. Make your inquiry at Box 2111 the FOCUS.

✓ ✓ ✓

Can arrange space in my store, also small dark-room, for photographer. Good main street location for cheap pictures and post cards. All U. of N. students pass this location—can get photographer kodak finishing and commercial work. A live man can do well in Reno. Box 2127 the FOCUS.

✓ ✓ ✓

Studio for sale in southern Idaho, equipped with skylight and auxiliary artificial light. This is a good one-man studio that can be purchased for \$350.00 for cash or on terms. For additional information, write to Box 2108 the FOCUS.

✓ ✓ ✓

Owner of studio in northern San Joaquin Valley town cannot handle both studio and art store. Will sell the studio and will remain in art store, which is a decided advantage to the purchaser. If interested write to Box 2109 the FOCUS.

✓ ✓ ✓

Due to death of owner the only portrait studio on Main Street, Santa Barbara, is offered for sale. The equipment is of the highest grade and is complete. If unable to purchase, the temporary owner would consider a partnership, and additional information can be obtained from Box 2126 the FOCUS.

San Francisco commercial plant is now available. The owner's widow is unable to continue the place and we will give you further information through Box 2128 the FOCUS.

✓ ✓ ✓

A strictly modern studio in a similarly modern building in southern Oregon town on Pacific Highway is offered. Owner's health requires his removal to southern California and the studio will be sold with or without the well equipped art store that has been conducted with the studio. Here is a proposition of merit, and for additional information write to Box 2121 the FOCUS.

✓ ✓ ✓

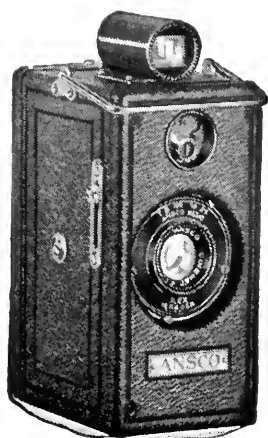
After 13 years in a general all round studio in southern Oregon town the owner has decided to sell. The studio is equipped for all branches of work and is equipped with skylight and three types of artificial light. Stoneware tanks are installed with Squeeggee wringer and other appliances. Inquire of Box 2089 the FOCUS.

✓ ✓ ✓

To anyone who prefers to live in a high altitude we suggest a studio in eastern Nevada. Mining is the chief activity and one of the largest copper smelters furnishes steady employment to thousands of men. This is really an interesting proposition and additional details can be obtained from Box 2095 the FOCUS.

✓ ✓ ✓

Poor health compels owner of Palo Alto studio to sell. Located in the center of one of the largest agricultural communities with a population of 25,000.



Advanced Memo Camera Equipment Now Available

Memo Camera, focusing model, with Bausch & Lomb F:3.5 Anastigmat, \$40.

Memo Camera, focusing model, with Bausch & Lomb F:6.3 Anastigmat, \$30.

Memo Camera, fixed focus, with Bausch & Lomb F:6.3 Anastigmat, \$25.

Memo Positive Film Printer, for making projection rolls on positive motion-picture film from Memo negatives, \$30.

Memo Copyer, for using the Memo Camera to copy drawings, sketches, photographs, etc., to make negatives for printing projection rolls with Memo Positive Film Printer, \$15.

Memo Enlarging Printer, for making $2\frac{1}{4} \times 3\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$ prints from Memo Camera negatives on Noko Paper, etc. (Bromide and other enlarging paper not needed), \$75.

Regular nationally advertised Memo Camera, fixed focus, F:6.3 Anastigmat, \$20. Memo Film, 50-exposure cartridge, 50c.

All camera prices above include soft suede case. Black sole-leather holster case for belt, \$3.00 extra.

Memo booklet (48 pages) and information on any point of special interest on request.

For sale by **HIRSCH & KAYE**

ANSCO PRODUCTS, Inc., BINGHAMTON, N. Y.

San Francisco: 552 Mission Street

THE BARGAIN COUNTER

Here are some unusual bargains in Barré Roller Blind Shutters. Made of aluminum. Will not break or warp:

Model 1—Fits in front of lens.

1½ inch.....	\$3.15
1¾ inch.....	3.15
2⅛ inch.....	3.25

Model 2—Fits between lens board and lens.

2 inch.....	\$3.25
2⅜ inch.....	3.50

Small 12-gallon Stoneware Tanks for developing. Inside measurements 6 x 17¼. 26 inches deep. Supplied with stoneware lids. Bargain price, \$12.50 each, or \$45.00 for set of 4.

5 x 7 B. & L. Border Tinting Projection Printer in good condition. The former owner liked it so well he traded this in for an 8 x 10. Write for our special proposition on this.

Here is something we seldom have—a Beattie Flood Light of sufficient size to furnish all the illumination you need in your camera room. In good condition. The price is only \$85.00.

At the same time we received a Beattie Arc Spot Light. You would think it was new. The price is \$55.00.

We have three Prosch Flash Bags equipped for hanging. They are in fine condition. These are offered at \$30.00 each.

Here is a small Beattie Flood Light. It is the Home Portrait Model which requires no special wiring. The price is \$57.50.

USED LENSES—LIKE NEW

5 x 7

Entry	Description	Focus	Speed	Regular Price	Bargain Price
2	Tessar II B.....	7⅜ inch	F6.3	\$ 42.00	\$ 28.00
3	Cook Anas Series IV.....	8 "	F5.6	85.75	54.50
4	Heliar	9½ "	F4.5	90.00	63.00
1	Velos Series III Betax Wide Angle..	4.3 "	F9.5	43.50	35.00
14	Verito Studio	8¾ "	F4	53.00	42.00
16	Verito Betax	8¾ "	F4	53.00	42.00
7	Vitax Studio	10 "	F3.8	110.00	88.00

6½ x 8½

1	Aldis	11½ "	F4.5	150.00	90.00
4	Protar Wide Angle Series V.....	5⅞ "	F8	31.00	25.00
3	Barré Landscape	10½ "	F8	28.50	19.00
4	Barré Portrait	11½ "	F5	49.50	27.50
6	Verito Studio	11½ "	F4	65.00	43.00
7	Velos Series II.....	9½ "	F4.5	109.00	79.00
1	Vitax	13½ "	F3.8	135.00	90.00

8 x 10

2	Cook Portrait Series II.....	14½ "	F4.5	252.00	176.00
4	Cook Anas Series IV.....	10½ "	F6	131.25	78.00
2	Velos Series III Wide Angle.....	6¼ "	F9.5	65.00	52.00
8	Verito Studio	14½ "	F4	90.00	77.00
4	Vitax	16 "	F3.8	185.00	138.00



Lawrence Display Stands —

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever."

These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from **HIRSCH & KAYE**

For Home Portraiture and Home Movies "Superlyte Midget" Lamps

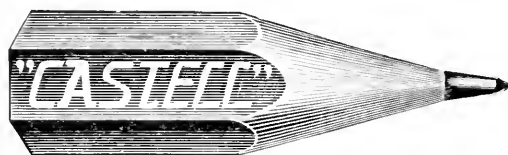
Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

SOMETHING NEW IN PUBLICITY

Act I

Scene—Elite Studio, Alameda.

A lighted cigarette is dropped into a ventilating grate in front of the studio.

ACT II

Lots of smoke in the studio, source unknown to E. Tostrup, the owner. Fire engines arrive from all over the city. Likewise lots of people.

ACT III

The fire burns itself out. Engines depart. exit people. everyone talking about the studio. Damage, zero—publicity, 100%.

✓ ✓ ✓

1927 GRAFLEX CATALOGUE

The new catalogue of Graflex cameras is ready. Ask us for a copy and read about the new Graflex C and other products of this line.

Standard Dry Plates

Standard Extra Imperial

Combines speed, softness and latitude and renders sterling service in studio and home portraiture.

Color sensitive, double coated plates registering correct values for yellow and green and halation proof.

Standard Orthohon

Ample speed for all requirements

Standard Regular Lantern Slide

A fine grained emulsion on a clear glass base. Gives excellent quality and tones by contact or reduction.

Made especially for rapid handling. Develop and fix quickly and have fine printing quality.

Standard Post Card Plates

Through Photographic Dealers

Send for *The Defender Book of Plates*

True Color Values

Since color is being used extensively in exterior home decorating and more flower gardens are being cultivated with colors splashing the landscape everywhere, there is greater need for the fully color-sensitive Panchromatic Film to render these colors in tone-values that approximate what the eye sees.

There's a wonderfully pleasing quality to the negative made on Eastman Commercial Panchromatic Film and prints from such negatives show green grass and other familiar objects as they should be shown. Your customers are better pleased with such prints, orders are larger and your reputation grows. Ask for the booklet, "Color Films, Plates and Filters for Commercial Photography," free on request. It explains the use of color-sensitive materials.

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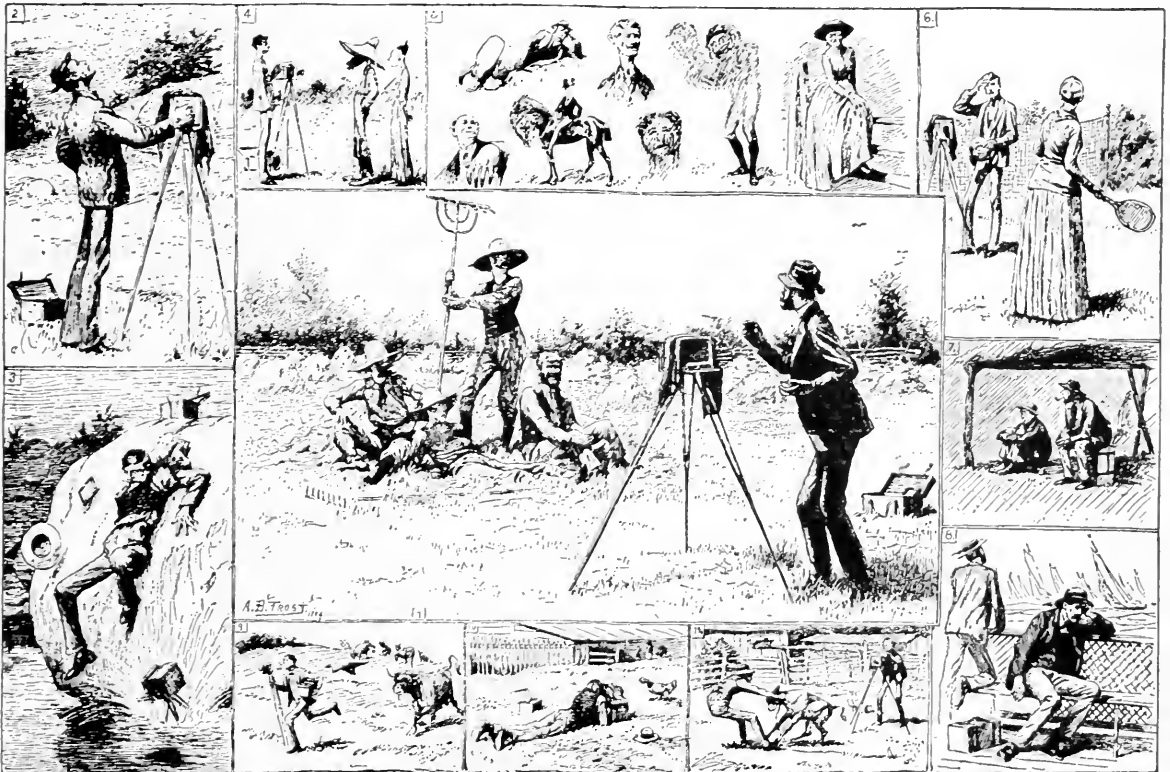
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

AUGUST, 1927

Number 8



AMATEUR PHOTOGRAPHY

A. B. FROST, in *Harper's Weekly*, August 25, 1884

(1) Carefully arranged group, The Haymakers. "Now keep perfectly still!" (2) "Wait till the clouds roll by"; (3) "There's many a slip"; (4) "Say, Mister, what'll you charge fer to take a phutegraft of me an' the old woman?"; (5) Some results; (6) After about fifteen minutes posing in the hot sun: "I'm so sorry, Miss Dora, but would you mind trying it again? I forgot to take the slide out"; (7) Companions in misery; (8) He went out to photograph the yacht race, but——; (9), (10), (11) Some incidents in animal photography.

Published by **HIRSCH & KAYE**

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AUG 1927

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THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

AUGUST, 1927

Number 8

✓ IN THE PROFESSION ✓

SAN FRANCISCO



The many Smiths (and others) who read this will be interested in Another Smith. A few years ago his name was Harry, Henry or Bill and was frequently called out of bed at early hours to answer the phone—and a

wrong call; also, he received requests to pay bills—that belonged to some one else. He thought the matter over and decided on a change in name. But what name? He finally decided that after all he was only Another Smith, and changed accordingly. The novelty has brought him a lot of valuable publicity.

Prior to his arrival in San Francisco in 1916, he was Sunday editor of the *New York Tribune* and served on the *Globe*, *World* and *American* of that city. He was also news editor for Underwood and Underwood. His arrival in San Francisco was occasioned by his assuming charge of the Pacific Coast Bureau of the International Film Service.

Later, he associated with the *San Francisco Chronicle* and now represents the Wide-World Service of the *New York Times*, with offices in the San Francisco Chronicle Building.

During his extensive newspaper service he has designed and built possibly thirty darkrooms and workrooms, especially equipped for news rushes. These rooms have been inspected by editors from all over the country and, in their opinion, no better workrooms have ever been designed. Always accessible, without doors and well ventilated, each photographer has his own unit.

Aside from his photographic career, he has had a variety of interests. He was the star long distance runner in college and fond of all athletics.

Strangely, he has never taken up baseball. As manager of the football team of the 55th Iowa Infantry, he developed a team that beat every football team on this coast, including Stanford and University of California.

He is married and his wife does the golfing for the family.

EDITOR'S NOTE: Mr. Smith has kindly given us a copy of his recent floor plan for darkrooms. If you are interested, you can obtain a copy by writing to the Service Desk.

✓ ✓ ✓

August 5th has been designated as Friendship Day. The date has passed but it is always in order to speak of friendship.

One of the joys of opening the morning mail is to notice the increasing number of customers who address us as friends. When this word enters into business correspondence, you can rest assured that dealings are entirely satisfactory and the firm enjoys the complete confidence of the customer.

After all, we regard our many customers as personal friends and try to serve them as such. So keep up the salutation. We like it.

✓ ✓ ✓

Blessed are they who have the gift of making friends, for it is one of God's best gifts. It involves many things, but above all, the power of going out of one's self and appreciating whatever is noble and loving in another.—*Thomas Hughes*.



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SCOOPING THE NEWS

/ / /

Let's take a close-up of a typical news screen agency and see for ourselves just what is back of the pictures we see at the movies.

The *Chicago Daily News* through its screen service supplies motion picture news to approximately 110 theaters in Chicago and environs. A certain minimum number of film feet is supplied weekly to each theater; special news breaking during the week is added as it occurs. In almost every case of important news it is a race between the different news screen agencies to get the pictures to their theater clients first.

Here is an example of how clock-like everything must function from camera to screen when a scoop is in prospect.

Forty minutes after the winner was flagged at the end of the grueling 500-mile road race at Indianapolis, Ind., Decoration Day, 1927, pictures of the race, the winner and interesting facts about this motor car classic were being shown in 40 of the leading Chicago motion picture theaters.

Through arrangements made by the Daily News Screen Service, the stage was all set for a scoop before the races actually began. The day before the races, Camera Man Ford took close-ups with his Eyemo of each driver and his car.

On the day of the races pictures were made of the first few hundred miles of showing the start, the crowds and other interesting phases. When the race was nearing the end, Camera Man Ford took his films, got in an airplane held at the track for him and took off to Chicago. On the way, a storm was encountered and it was necessary to fly the remainder of the trip over a mile in the air.

Arriving at Grant Park, Chicago, where a large space had been cleared off in anticipation of his arrival, the plane came down to about 40 feet from the ground and the films were dropped to the ground where messengers from the Daily News Screen Laboratory, two blocks away, were waiting.

By the time Mr. Ford and his pilot had reached the landing field, prints were being made for the theaters and messengers were standing by to carry the films to the various theaters. Selected frames from the developed negative were being enlarged for use in the afternoon editions of the *Daily News*.

This is all in a day's work for Mr. Ford and his associates. Witness of his organization's penchant for "scoops" is in the fact that through preparations made on even a larger scale, movies of the famous Army-Navy game, last fall, were being shown in *Daily News* theaters two hours before pictures of the same event were shown in other houses.

At the time of the schoolhouse disaster at Bath, Michigan, in which scores lost their lives at the hands of a crazed maniac, news dispatches were somewhat indefinite as to the actual facts. Unable to get sufficient information to make adequate plans but certain that there was real news behind the reports, Ford drove 340 miles at night in a bad storm, arriving at Bath early the next day.

By noon, his Eyemo had taken the pictures he wanted. Locating an airplane at Niles, Michigan, he made arrangements to have the pilot pick him up at Bath. Then instead of flying around the lake, Ford and his films returned by air straight across the lake, arriving at the lake front rendezvous in exactly 50 minutes after the take-off. Again, the *Daily News* afternoon editions and the theaters had scooped the news.

A parachute jump from a flying plane by Parks Watson brought the films of the last Kentucky Derby from Churchill Downs to the offices of the *Cincinnati Enquirer* in exactly 42 minutes after Whiskery crossed the line. Watson, who is chief news camera man for the *Enquirer*, took pictures of the finish with his Eyemo from the plane piloted by his brother, Major Hugh Watson. He landed with the films on the golf course of the Maketwah Country Club at Cincinnati. His feat is all in the day's work for the news movie man.

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AT THE CONVENTION



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William Wolff, sales manager, will be there, as will H. L. Bush, N. G. Siller and Miss Birdie Levitt. You are sure to know and be known by at least one of them, so make yourself at home.

AT YOUR SERVICE

GERTRUDE ELIZABETH HEIN



When you ring Douglas 1290, this is the young lady who answers "Hirsch & Kaye!" and as Jerry says is always "plugging away."

Gertrude hails from Texas, the land of rattlesnakes and ten-gallon hats, and she tells with pride that her daddy is one of the pioneers of Houston and has seen the city grow from just a wide spot in the road to the hub of eighteen railroads and center of the State's oil and cotton industries.

In spite of this natal influence, however, California is Gertrude's adopted land and although she has returned to the Lone Star State three or four times she always uses the stub on a round-trip ticket.

Her quaint jargon of the South is a source of constant enjoyment to those who know her. She never carries an object but "totes" it and never thinks but "reckons." One day recently she was questioned as to her reasons for coming to California. She

mused for a moment and then drawled in her Southern twang, "You want to know how come I come to come to California?" Her explanation followed and then she added, "That's how come I come to come to California."

Her travels have carried her into Mexico and forty States of the Union not including the state of coma she once journeyed when kicked by a horse.

She speaks German, a little Spanish and, with provocation, a few words of the language that doesn't appear in any text book.

Her pastimes are dancing, reading and dramatics.

Some day she plans to travel to the Orient and, wealth permitting, westward through the Suez into Europe, visiting Paris and promenading upon Berlin's famous Unter Der Linden.

Aside from her efficiency at the switch board and her colloquial expressions of the South, we like Gertrude for her constant affable nature, courteous manner and her will to do. Furthermore, we respect a permissible trace of temper that is characteristically her own.

Which goes to prove that the heritage "Lasca" left still lingers, "down in Texas on the Rio Grande."

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Sizes	4x6	4½x6½	6x8	7x9⅓	10½x13½
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FUNDAMENTALS OF MODELING WITH LIGHT

. . .

It might be said that a photographer is "artistic" because of his ability to visualize pleasing or distinctive effects, while he deserves to be called "skillful" through his ability to produce those effects by the posing of the subject and by expert manipulation of the lighting. Certain it is that shadows, highlights, and contrasts are of primary importance in photography. Because of this importance, it is well to review briefly the principles underlying the production of lighting effects.

SHADOWS

A shadow consists of two parts—the totally dark area which receives no light from the source under consideration, and the area of transition which receives a limited amount of light from only a part of the source. The transition from the dark to the light area is gradual and the shadow, as well as the lighting, is spoken of as "soft" or "diffused." Such shadows are most often desired in both portrait and commercial photographs, because they are more natural and pleasing.

The degree of sharpness of a shadow depends not only upon the size of the light source, but also upon the distance of the light source from the subject. The sharpness of a shadow remains unchanged providing the diameter of the light source is increased or decreased proportionally whenever the distance of the source from the subject is increased or decreased. In the case of a light source of given size, moving it closer to the subject softens the shadow and moving it farther away sharpens the shadow.

In photography there are several factors which limit the size of the light source and its distance from the subject. If a small light source is placed close to the subject in order to obtain soft shadows, there is likelihood that an unnatural effect will be created by noticeable divergence of shadows. Removing the source to a greater distance

and increasing its size proportionally, makes the shadow edges more nearly parallel. However, the lighting unit cannot be made so large as to be unwieldy or to require an abnormally high lamp wattage. For portrait photography and for commercial subjects a desirable softness of shadows is obtained when the subject is placed at a distance approximately two to three times the width of the light source.

HIGHLIGHTS

A highlight is a reflected image of the light source. The location of a highlight depends upon the relative positions of the light source, subject, and camera, and the size of the highlight is governed by the size of the light source, its distance from the subject, and the curvature and character of the incident surface. Polished surfaces produce a clearly defined image of the light source, while mat surfaces appear to be almost evenly illuminated with no image formation. The size, location and relative brightness of highlights can be made to play a very important part in the modeling of a subject.

Light is the framework upon which the processes and the art of photography are built. The production of an image on the plate, the reproduction of this image on the final print and other photographic processes utilize the chemical action of light. And just as the palette and brush serve the painter, so does light serve the skilled photographer. It affords a means of modeling the subject—emphasizing certain lines of a machine, portraying the delicate texture of a garment, subordinating certain less attractive features, accentuating some characteristic expression—here is the true artistry of photography, made possible by the control of highlights, shadows and contrasts..

(Continued on Page 15)

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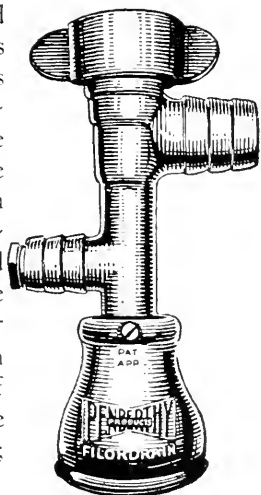
Many of our customers are so situated that they can sell roll film and film packs in connection with their finishing sales. We offer wholesale prices on both Eastman and Agfa roll film and film packs in quantities for resale. Ask us about it.

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P. S.—Jerry says every photographer ought to have one because the Mrs. can use it on her washing machine for both hot and cold water.

/ / /

As far as we know, nothing better has been brought to light than "Polychromos Painting" done with Polychromos Pencils. They afford the photographer unequaled means of expression and produce hand-painted effects that add life to the present comparatively dull type of work. Castell Positive and Negative Retouching Pencils add the degree of perfection to photos that harmonize with the original picture. They eliminate entirely the use of brush and India ink. Impressions are durable and free from gloss.

Faber's Polychromos Pencils and Castell Pencils may be obtained from HIRSCH & KAYE. Circular on request.

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In the finishing plant where quality comes first, Commercial Defender finds its warmest welcome.

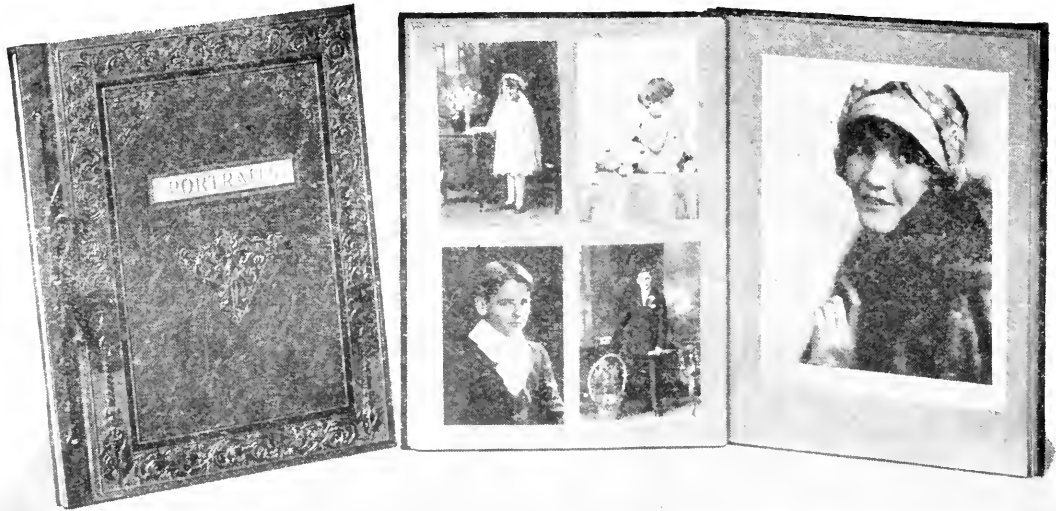
Four grades: Hard, Medium, Medium Soft, Soft.

Ask for descriptive booklet. Order today from HIRSCH & KAYE.

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The up-to-date photographer will welcome this carefully thought out plan for reviving the old family album. In loose-leaf form, and handsome enough for any living room or library table, the new album, as illustrated, offers an excellent opportunity for getting in extra business. In addition, the presence of this album in the home is a constant reminder that more up-to-date photographs are needed, and it keeps the family photographs where they can be seen instead of being relegated to some trunk or bottom dresser drawer.

National Headquarters is giving the album idea serious thought and attention—this album is intended to help you do your bit.

The artificial leather covers can be obtained in green or brown finish and sell, including the silk finished cord, at \$5.00 (50% discount to photographers, making the cost to you, only \$2.50). The size of the cover is $11\frac{3}{4} \times 14\frac{1}{4}$.

The leaves, cloth-hinged, are supplied with a fly-leaf, and are punched, ready for the album. They cost the photographer 20c apiece, net. Leaves are supplied 25 to the box—keep a supply on hand.

The album should not be sold with any plain leaves in it. The cost of the leaves should be included in your service charge which will vary according to the work done.

Have your customers bring in the portraits they want mounted—this will give you a chance to suggest new prints, copies or enlargements. The weight of the leaves is sufficient for either glueing or dry mounting.

We supply an Advertising Show Card, $7 \times 9\frac{3}{8}$, for the studio and will furnish a Sales Letter 6×7 inches in size, with your studio imprint. These letters will cost \$5.00 per thousand in thousand lots, including printing of the studio name.

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LINDBERGH IN EFFIGY

When it seemed as though the entire gamut of expedients to make money out of Lindbergh had been exhausted, a New York photographer demonstrated still another trick by producing Lindbergh in cardboard effigy and offering to photograph whosoever would, masculine or feminine, as a pseudo companion of the young aviator.

Pretty soon the nation will be flooded with post cards showing blondes, brunettes, soldiers, sinners and publicans standing beside "Lindy," a hand, perchance, affectionately upon his shoulder.

It is a cheap trick, but so amusing and clever that it will doubtless bring many dollars to the photographer's purse. An old blackmailer's trick was to devise "companion photos" in this manner. Many a poor dupe has paid thousands for the suppression of such a fake. But this is the first time it has been openly and legitimately utilized as a catch-penny attraction.

PRESIDENT McCULLAGH IS A GRANDPOP

Be charitable, please, in your opinion of President E. J. McCullagh as he presides over the P. I. P. A. Convention in Los Angeles next month.

Doubtless, his heart will be with the convention but his mind will be in Berkeley, where his grandson, Robert Gavien, is beginning to take notice of a world of wonders. The boy arrived on June 18th.

Now, what do you know about that—we almost overlooked the proud parents, Mr. and Mrs. Gavien McCullagh.

The mother liked the name of Robert while daddy wanted him named after himself. Mrs. McCullagh, feeling that one Gavien was enough to look after, made up their minds and called him Robert. We assume the boy will grow up to be a knight of the bulb and lens.

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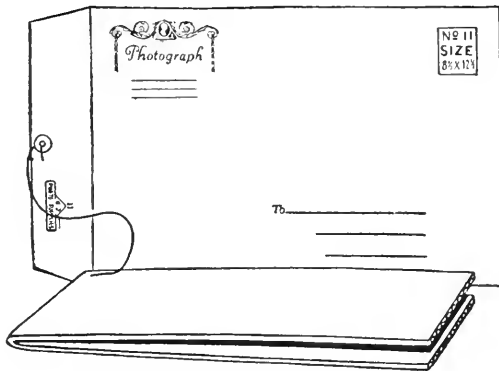
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The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

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Prompt Shipments!

The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following

Popular Sizes Size

No. 2.....	5 1/2 x 7 5/8
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No. 4.....	7 1/2 x 9 1/2
*No. 5.....	8 3/4 x 10 1/2
*No. 6.....	10 1/4 x 12 3/8
*No. 7.....	12 1/4 x 14 1/2
*No. 8.....	10 1/2 x 15
No. 9.....	6 1/4 x 9 1/4
*No. 10.....	7 1/2 x 11 5/8
*No. 11.....	8 3/8 x 12 1/2
*No. 12.....	13 x 17 1/2
No. 14.....	16 x 20 1/4

Packed in cartons containing fifty.

WE APPRECIATE THESE

... It just happens that we have sent you several customers who were going through San Francisco—they all reported nice and courteous service.

We can assure you that we have never dealt with a better house nor had more satisfactory service.

E. C.

I wish to thank you for your wonderful co-operation in sending me the various lists. While I appreciate the service I have received from Hirsch & Kaye as a firm, yet your individual attention surpasses that of your business house.

It is a great feeling to know that one so isolated as myself can constantly make unusual requests and receive very efficient and courteous, willing replies, such as you always have given.

J. V. L.

... I have a library of more than 750 publications of which THE FOCUS is the latest (that is, youngest) member. I read them from cover to cover. Somehow, THE FOCUS radiates the personality that makes Hirsch & Kaye such a pleasant firm to do business with.

A. W. N.

There is one thing I like about ordering goods from you people, and that is you give service. Although the time was very short, just as I had anticipated, my folders were waiting for me on arrival home last evening and, on examination, I find them all that could be desired and superior to what I had really expected.

H. H. T.

... Am now out of the photo game. If I were in it again professionally, I surely would buy from the squarest people in the supply business.

W. T. F.

FUNDAMENTALS OF MODELING

(Continued from Page 9)

Until recent years, photographers were much handicapped in exercising their creative talents because of the limited lighting effects possible with daylight. The development of a variety of good artificial lighting equipment has eliminated this drawback and has given the photographer free rein in the production of new and artistic effects, any of which can be duplicated at any time. In addition, artificial lighting has freed the photographer from a number of aggravating restrictions. No longer is it necessary to locate the studio on a top floor rather than in more desirable ground floor quarters in a better district; neither are appointments restricted by darkness and by cloudy days, a restriction which is worse during the busiest season.

Artificial lighting has thus transformed the business of photography and given a far wider scope to the artist in this profession.

FROM OUR BOOK-SHELF

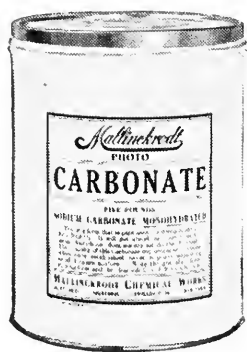
This month we suggest a combination of three copies of the Photo Miniature Series:

Number 182 of this series deals with "the studio." Suggestions and plans are furnished for screens, and various accessories and the general floor plan of a studio. Full details about skylights are furnished.

Number 187 deals with Lenses. It is a practical guide to the choice and use of lenses. It contains many things you should know about your lenses.

Number 166 contains useful suggestions for the commercial or allround photographer. Suggestions for opaquing and manipulations of negative are given, together with formulas. The title of this number is "Specialized Commercial Methods."

Prices, 40 cents each, or all three for only \$1.00. Just ask for August book offer.



ONE OF THE
"PHYSICALLY AND CHEMICALLY
CONTROLLED" PHOTO CHEMICALS

Speed of Development Always Uniform with *Mallinckrodt* Carbonate

It is permanent in strength because it is the Mono-hydrated form of Sodium Carbonate.

It will not change in strength on keeping like the "Anhydrous" or "Dry" Sodium Carbonate.

This variation in strength may be as much as 13% and will cut down the speed of your developing solution just that much. Standardize on **Mallinckrodt** Photo Carbonate and this element of non-uniformity is entirely eliminated.

Sodium Carbonate is the only chemical in the Mallinckrodt photo line that may require a change in your formulas and even then only when they call for the "Anhydrous" or "Dry" salt.

MALLINCKRODT CHEMICAL WORKS

A CONSTRUCTIVE FORCE IN THE CHEMICAL INDUSTRY SINCE 1867

St. Louis · Montreal · Philadelphia · New York

SEEN IN THE GROUND GLASS

Jas. Allemandy has moved from Mt. Shasta to McCloud, where he has a large studio equipped for all branches of photography.

• • •

Chas. Johnson, well known San Francisco photographer, has recovered from a severe illness lasting more than a month.

• • •

While on his way home recently, F. W. Smith, Pittsburg, Cal., ran into a car parked on edge of the road without lights. Smith was driving a motorcycle with Mrs. Smith riding in a sidecar. She was killed and Mr. Smith badly injured. About a year ago his studio burned to the ground during his absence. He has the sincerest sympathy of his many friends.

• • •

Mr. Webb, who does the finishing for Cousins & Howland, Hanford, Cal., has completed a Roman plunge in his home. When roamin' around Hanford on a hot day, drop in.

• • •

Just as we closed THE FOCUS for this month, Beulah Ross asked us to resume her ad. She specializes on worked-in backgrounds and solicits your orders with the assurance that you will be pleased.

• • •

The Louis Lauck Co., commercial photographers of San Francisco, have mailed to their friends another attractive folder descriptive of their work. Some day we hope to tell you more about this enterprising firm.

• • •

W. H. Melliar of Santa Cruz has purchased the studio of W. H. Jarvis of that city. The former owner intends to locate in Denver.

Miss Helen Fletcher, for ten years receptionist at the Hodson Studio, Sacramento, is now Mrs. Carl Lind of San Francisco. She will make her home in this city, where the cool breezes blow, and occasional fog will be welcome to her. Meanwhile Bert Hodson is looking for a receptionist to take her place.

• • •

A photographer in Texas has a sign in his studio reading, "We do not charge—the Light Brigade charged and you see what happened to them."

• • •

N. Nielson of the Freeman Art Co., Eureka, recently called on us on his way south to spend a well-earned vacation. Very soon the conversation was about the Redwood Highway and then we lost interest in our work for the rest of the day.

• • •

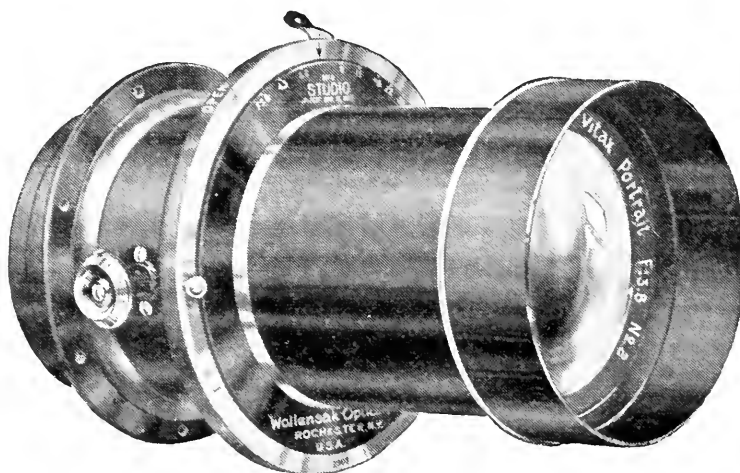
O. W. Swanland of Eureka was another visitor. He called while on his way to attend the Reserve Officers Training Camp at Monterey. On his return to the studio, we venture to say his military training will be reflected in the snappy conduct of the studio, minus, perhaps, the early rising and setting up exercises.

• • •

G. W. Connell of Dinuba was likewise a welcome visitor. He brings a message of good cheers, sound business philosophy and is the kind of speaker that would go over big at a convention.

• • •

T. J. Nelson, formerly on Fourth Street, Santa Rosa, has opened his new studio at 312 Mendocino Street of that city.



The Superior Tool for the Modern Artist

Individual tastes in portraiture vary. Some want sharp, wiry quality, others prefer them slightly diffused. The VARIUM makes them as they wish regardless of their choice—and groups, too.

The VARIUM is a happy compromise—it gives a very moderate but not extreme softness—it is speedy—has long focus and the ability to give sharp definition by slightly stopping down the diaphragm.

*Try one and decide for yourself
upon its merits.*

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.



“JERRY’S” CORNER

By HIMSELF

The big Convention takes place next month and a lot of birds will be headed south.

When you enter the hall, you'll see the Hirsch & Kaye booth. Stop! Look and Listen, because you'll see in the booth a Wolff and a Bush. Siller, of course, will also be there. (They eat good at conventions.)

The Wolff is harmless and given a chance, will do you good. Bush says it's no bed of roses and Siller says when do we eat.

Miss Levitt will ask for your name and address, but the information is wanted by Hirsch & Kaye.

Make yourself at home in the Hirsch & Kaye booth. Ask the men all the questions you want—the Convention only lasts three days.

Maybe you've never heard of Los Angeles before, so I'll tell you some things you ought to know.

I have been there once, so I know all about it.

Los Angeles is a suburb of Beverly Hills. It is surrounded by San Diego and Mexico on one side and San Francisco on the other. It runs east as far as your gas tank will hold out and as soon as Congress can find the town, they will shove back the ocean to make more room.

Los Angeles is well known for its climate.

Should it rain while you're there, it's most unusual.

Should it be cold—ditto.

Should it be hot—more ditto.

If you want to visit Mt. Wilson, you have to climb it.

You can buy anything you want in Los Angeles. Before you buy a city lot, be sure to find out which county it's in and the kind of money they use. Maybe you can pay for it with pesos.

You folks from San Francisco and other small towns, be careful and watch your step. Don't cross the street against the traffic signal. If you get into a traffic jam, don't tell the cop where you're from, especially if you're from San Francisco.

Uncle Sam honored Los Angeles by naming a dirigible airship after it. (A dirigible is a gas bag.)

Some of you will probably go through the movie studios while you're down there. It's your only chance to enter the movies.

If you see Mae Murray or Olive Borden or any of my friends down there, give them my best.

I was in Los Angeles—once. I got hungry and looked around for a restaurant, but couldn't find one—only cafeterias. Maybe I was in the wrong end of town. Finally I got so hungry I went into a place and ate off the arm of a chair.

When I got outside I counted my change and found a Canadian dime.

I've been off that town ever since.

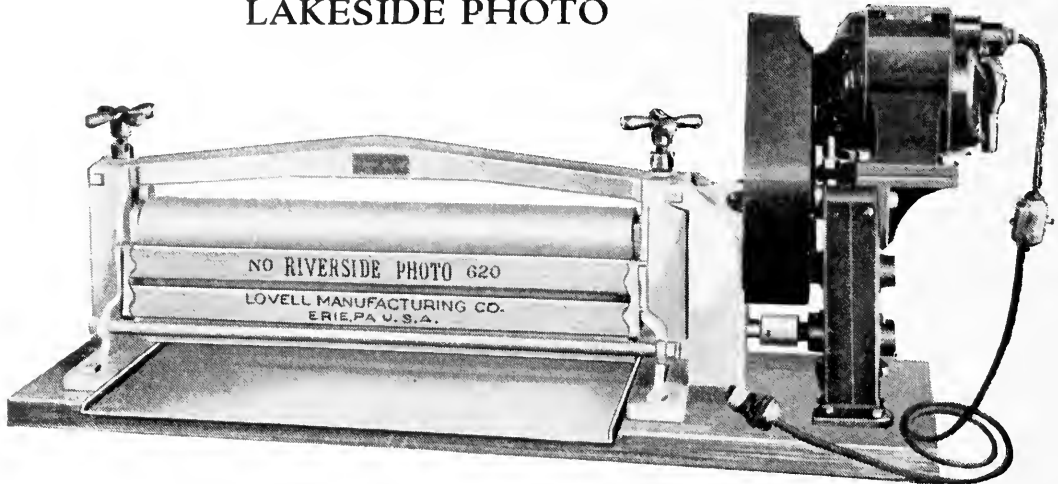
JERRY.

P. S. Maybe you folks read in the papers that Constance Talmadge will marry Jerry. Don't worry, he ain't me.

JERRY.

Riverside Photo Squeegee Wringer

LAKESIDE PHOTO



Same style as shown without motor and with hand crank.
Designed by Practical Photographical Engineers.

For Sale by Photographic Stock Houses

*Illustrations and prices of different styles of Photo Wringers
furnished on application*

Lovell Manufacturing Co.

ERIE, PA., U. S. A.

SOMETHING NEW!

The Cameralite



The CAMERALITE is the newest photographic lighting unit. When closed it looks like a large kodak and weighs but five and a half pounds. It is entirely self-contained and comes complete with fifteen feet of cord, a table stand and an extra handle for hand use, likewise contains Tripod socket.

The size over all is $3\frac{1}{2} \times 6 \times 10\frac{1}{2}$ inches with a light opening $5\frac{1}{2} \times 7$ inches. It can be fitted up and made ready for use in less than a minute and operates at ten amperes on any ordinary wiring.

Special carbons are used that produce an extremely brilliant light. The price is \$50.00. Terms if desired.

DIGGING FOR PHOTOGRAPHS IN SEATTLE

Tagged and registered as "licensed" to be modern John Silvers or pirates bold of the bounding main, several hundred Seattle citizens participated in a novel treasure hunt in that city in June, literally digging for photographs of themselves, relatives or friends, as well as other loot that had been purposely "lost" for the pleasure of the treasure hunters.

Important factors in the success of this novel stunt were Jacobs, Seattle photographer, and the Grady Studios of that city. These photographers had buried orders for photographic work at their studios, among other plunder that was put beneath the ground for the sake of this unique advertising stunt that on account of its originality and cleverness attracted a number of participants in the actual digging, and hosts of humor-loving spectators.

The special advertising feature of the treasure hunt in which the two photographic studios of Seattle participated and contributed towards its success with their gifts of orders for photos, was arranged by one of the local papers in conjunction with a Seattle motion picture house, which was showing the film, "Lost at the Front," that paved the way for elaborating upon the idea of starting a local search for buried treasure.

A map for the treasure hunt was completed by those who wished to take part in this adventuresome sport of digging for the planted photographer's orders and other treasure through clippings from the paper various sections of this map from day to day, which were then pieced together. On this map starting and finishing points were shown, so that by following the heavily marked lines, the area in which the plunder was buried could be located without any difficulty.

Clue stations on the map, numbered from one to twenty, were kept for those wishing to register at "No Man's Land," and were then turned in for an identification tag and number which permitted the buccaneers to dig, inasmuch as no one was permitted to dig in the area where the treasure was buried without this tag issued by the officials of the unique stunt.

The digging itself was a real event. With hundreds of persons standing around besides those participating, and with exclamations of joy as their efforts were rewarded, the buried treasure was unearthed, and finders were keepers of the plunder that had been "lost" to be found again in this playful hunt in the crowded business section of the city, which served among other things to advertise the photographers mentioned.—Abel's.

EASTMAN CO. BUYS BERLIN FILM PLANT

A news dispatch tells us.—The Eastman Kodak Company announces that it has acquired through its subsidiary, Kodak, Ltd., of London, the new film manufacturing plant of the Glanz Film Aktien Gesellschaft in Berlin. Acquisition of this unit gives the Eastman Company a major manufacturing plant in Germany, in addition to its factories in Canada, England, France and America. Kodak, Ltd. will manufacture X-ray, portait, motion picture and kodak film in the Berlin plant, and plans to open service stores throughout central Europe.

The cartoon used on the front page was meant to be funny—and it was funny. But four years later the Kodak was born and amateur photography became a pleasant pastime instead of an arduous ordeal. Since then the art has swiftly developed. Today motion pictures can be made with a camera that one finger can carry, that a child can use—the Ciné-Kodak. This cut was loaned to us through the courtesy of Eastman Kodak Company, Rochester, N. Y.

VALE VACATION

Little bank roll, we are parted;
Truly I am brokenhearted.
All the year I worked for you,
I was faithful, you were true;
Came vacation and a day
We two blithely went away
To a truly festive spot;
I returned—but you did not.

Sterling Developing Tanks Will PAY YOU



Made in two sizes
5x12x42" tanks hold 10 gallons.
8x12x42" hold 17 gallons. Both Blue
and White tanks.

SAVE TIME,
MONEY,
SOLUTIONS

Large Capacity
Low Cost
Best Results

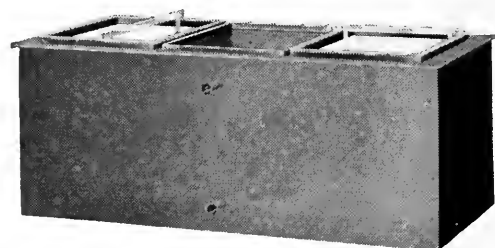
AMATEUR FIN-
ISHING OUTFITS

Immense daily output.
Consists of enameled
Water-jacket, a devel-
oping tank and a fixing
tank. Middle space for
washing and rinsing.
Circulating water for
temperature regulation.

Demand Sterling

(The name "Sterling"
is stamped under rim of
every tank.)

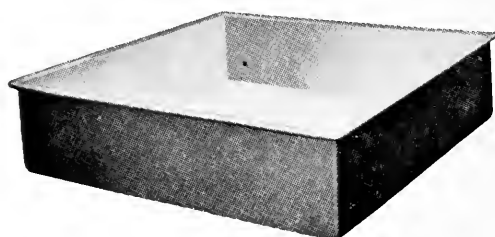
GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers.
Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most
complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and
roominess saves time, labor and expense.

STOCK SIZES: 10x12x5"

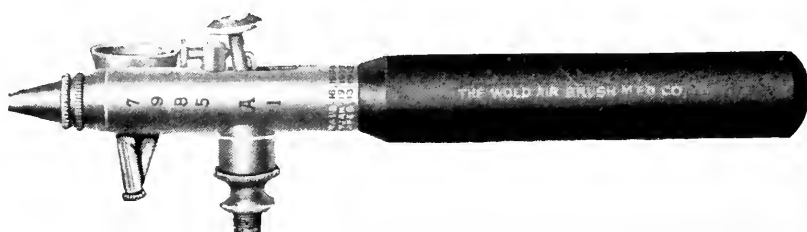
12x16x5"	16x20x6"	18x22x5"
18x24x6"	20x24x6"	20x30x6"

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name.
"Pioneer Tank Builders" BEAVER FALLS, PA.

Necessity for the Photo Retoucher The WOLD Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.
2173 N. California Avenue CHICAGO, ILL.

ANOTHER EXCUSE

"There's no livin' with my 'usband now,
ma'am: fame's ruined 'im!

'E won't work since 'e got cured by them
pills, and 'ad his photograph in the paper."

—Humorist.

JUSTIFIABLE NONCHALANCE

First Pictorialist (critically)—"You will
never have your pictures hung in the Lon-
don Salon!"

Second Pictorialist (calmly)—"I'd rather
have people asking why they are not hung
than why they were."

· LISTED AT THE SERVICE DESK ·

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Poor health compels owner of Palo Alto studio to sell. Located in the center of one of the largest agricultural communities with 25,000 people within short distance. Skylight and artificial lights are provided, and you can buy the studio for almost nothing. Box 2104 THE FOCUS.

· · ·

In the San Joaquin Valley we find a studio in a prosperous city. Skylight and artificial light are provided and the owner tells us his equipment is complete. For information write to Box 2110 THE FOCUS.

· · ·

In the same general locality there is another studio that has not been offered before. We are familiar with the wide activities of the owner, and agree with him that he cannot be in two places at once. If you are looking for a good studio with excellent prospects, inquire at Box 2124 THE FOCUS.

· · ·

To anyone interested in a proposition as manager or partner or owner of a studio in southern California, we have an interesting letter to submit. Studio is located in the midst of 50,000 people and we will gladly tell you more about it if you will write to Box 2122 THE FOCUS.

· · ·

One of the best known studios in western Nevada is now offered for sale. The studio has a good reputation and we will tell you more about it if you will communicate with Box 2125 THE FOCUS.

WANTED—A high class operator who is able to make first grade stuff consistently. Want a man who can retouch well and rapidly upon occasion. Have a permanent position for right man. Apply to Box 32 THE FOCUS, stating salary expected.

· · ·

FOR SALE—Fully equipped, well established portrait and commercial studio with good wholesale finishing business. \$1,000 cash. Low rent, long lease, good location. Box 2055 THE FOCUS.

· · ·

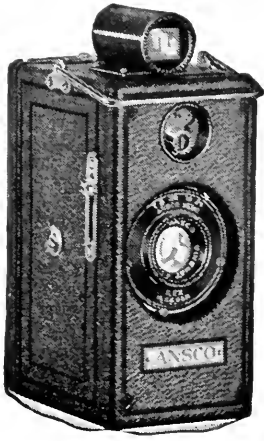
FOR SALE—Portrait Studio in Northern San Joaquin Valley town. Best location in city. Established 11 years. Steady business and a paying proposition. Equipped to 8x10. Low rent. For further particulars, inquire Box 2197 THE FOCUS.

· · ·

San Jose offers a well established studio that has changed hands several times in the last two years because of death of original owners. It is a ground floor location in the business district and is complete in its equipment. Present owner must sell because his wife is interested in a business in another city. The price is low. Make your inquiry at Box 2111 THE FOCUS.

· · ·

A strictly modern studio in a similarly modern building in southern Oregon town on Pacific Highway is offered. Owner's health requires his removal to southern California and the studio will be sold with or without the well equipped art store that has been conducted with the studio. Here is a proposition of merit, and for additional information write to Box 2121 THE FOCUS.



Advanced Memo Camera Equipment Now Available

Memo Camera, focusing model, with Bausch & Lomb F:3.5 Anastigmat, \$40.

Memo Camera, focusing model, with Bausch & Lomb F:6.3 Anastigmat, \$30.

Memo Camera, fixed focus, with Bausch & Lomb F:6.3 Anastigmat, \$25.

Memo Positive Film Printer, for making projection rolls on positive motion-picture film from Memo negatives, \$30.

Memo Copier, for using the Memo Camera to copy drawings, sketches, photographs, etc., to make negatives for printing projection rolls with Memo Positive Film Printer, \$15.

Memo Enlarging Printer, for making $2\frac{1}{4} \times 3\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$ prints from Memo Camera negatives on Noko Paper, etc. (Bromide and other enlarging paper not needed), \$75.

Regular nationally advertised Memo Camera, fixed focus, F:6.3 Anastigmat, \$20. Memo Film, 50-exposure cartridge, 50c.

All camera prices above include soft suede case. Black sole-leather holster case for belt, \$3.00 extra.

Memo booklet (48 pages) and information on any point of special interest on request.

For sale by **HIRSCH & KAYE**

ANSCO PHOTO PRODUCTS, Inc., BINGHAMTON, N. Y.

San Francisco: 552 Mission Street

THE BARGAIN COUNTER

Here is a No. 1 Northern Light that will make some home portrait or commercial photographer happy. It is automatic in operation and requiring but 15 amperes. Can be used on any circuit without special wiring. The price is only **\$37.50.**

✓ ✓ ✓

Small 12-gallon Stoneware Tanks for developing. Inside measurements 6 x 17 $\frac{1}{4}$, 26 inches deep. Supplied with stoneware lids. Bargain price, **\$12.50** each, or **\$45.00** for set of 4.

✓ ✓ ✓

Here is a Beattie Flood Light of Maxima type. A very powerful lamp that requires wiring slightly heavier than the ordinary installation. Will cover large groups and if installed now will pay for itself within the next six months. The price is only **\$85.00.**

✓ ✓ ✓

We have three Prosch Flash Bags equipped for hanging. They are in fine condition. These are offered at **\$30.00** each.

✓ ✓ ✓

Before the season opens somebody will need this 8 x 10 Korona Home Portrait Camera with No. 6 3-inch Silent Studio Shutter. A carrying case is included and the outfit is offered for only **\$32.50.**

✓ ✓ ✓

Here is an accessory that will enable you to project pictures, catalog illustrations or similar opaque objects. We offer a Model B T Bausch & Lomb Balopticon with 10-inch projection lens and 500-watt Mazda lamp. The selling price is substantially reduced from the list and is offered for **\$52.50.**

✓ ✓ ✓

Here is something we seldom have. It is a 5 x 7 used Korona View Camera in fine condition. The price is **\$27.50.**

✓ ✓ ✓

Within the next few months you will want a fast and rapid enlarger that will handle 5 x 7 negatives. We have just received a slightly used Callier Enlarger that you can have for **\$175.00.** This enlarger is of the vertical projection type, self focusing, but you can use any lens you desire.

✓ ✓ ✓

By special arrangement with the factory, we are able to offer new Seneca View Cameras complete with films or platholder and case at prices no higher than you would pay for used cameras. A limited supply on hand, so order promptly. 5 x 7, **\$35.00**; 8 x 10, **\$40.00.**

✓ ✓ ✓

No. 237-25. Roll Film Cabinet, 9 inches deep, 20 inches high, 48 inches long. Has 25 compartments. Light oak finish. Bargain price, **\$3.75.**



Lawrence Display Stands—

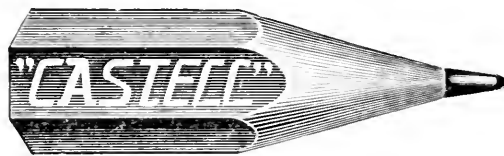
A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever."

These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from **HIRSCH & KAYE**

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Print produced	Price
3 1/4 x 4 1/4"	3 x 4 "	\$ 2.00
4 x 5 "	3 1/2 x 4 1/2 "	3.00
5 x 7 "	4 x 6 "	3.50
8 x 10 "	7 x 9 "	5.00
10 x 12 "	9 x 11 "	10.00
11 x 14 "	10 x 13 "	15.00

DEFENDER



Announcing **DEFENDER** *Film*

A FINE GRAIN, high speed photographic negative film for general use.

ADVANTAGES

A clear, colorless, transparent base.

Speed to spare without coarseness of grain.
Ample latitude.

Eye-seeing color sensitiveness, correctly registers values in either portrait or commercial work.

All these in addition to the film convenience of light weight, compactness and freedom from breakage.

READY NOW!

List Price per Dozen:

5 x 7 - \$1.45	6½ x 8½ - \$2.20
5 x 8 - 1.70	8 x 10 - 3.20
11 x 14 - \$8.05	

DEFENDER PHOTO SUPPLY CO., INC.
ROCHESTER, N. Y.

DEFENDER *Film* is made expressly for DEFENDER by
DuPont-Pathe Film Mfg. Corp. - New York City

DEFENDER

Selling a New Style

The idea that the customer doesn't appreciate or want new styles in photographic prints is often gained from the showing of only one or two samples. It's the subject, not the print style, that doesn't appeal.

Show a complete line of samples on Vitava, Athena, Old Master surface, and the beautiful quality of the prints will instantly appeal. Sheet prints with white margins and embossed centers show the attractive texture of this paper to the best advantage. Old Master is furnished in white and buff stocks, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume III

SEPTEMBER, 1927

Number 9



By the Light of the Silvery Moon

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

SEP 24 1927

Agfa

Desensitizers

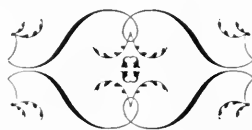
PINAKRYPTOL GREEN

PINAKRYPTOL YELLOW

Save time, temper, health and material, and give absolute control over negative density by allowing development in *Bright Light*.

Many progressive photographers are already using Agfa desensitizers. Keep in step with progress by writing for our leaflet.

The Pina Dye price list is also ready. Ask for it.



ASK YOUR DEALER

OR

AGFA PRODUCTS, Inc.

116 East 13th Street, New York City

CHICAGO, ILL.
180 N. Wabash Avenue

ATLANTA, GA.
48 Auburn Avenue

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

SEPTEMBER, 1927

Number 9

★ IN THE PROFESSION ★

SALT LAKE CITY



If you happen to be in Salt Lake City or vicinity and you see a photographer rushing to a job in a Hupmobile Straight Eight, the chances are you have seen one of the staff of H. C. "Herm" Wilson.

After six years of interesting service as photographer for the *Salt Lake Tribune*, Mr. Wilson decided to go into business for himself and today is one of the leading commercial men in Utah.

As official photographer for the Western Air Express Lines, he frequently goes up in the air, in which respect he is no different than other photographers we know. His going up in the air, however, is both interesting and profitable, and he thinks nothing of making flying trips to Los Angeles or places of even greater distance.

Among his collection of pictures are prize pictures of Bryce and Zion Canyons and the pictures are such as few photographers have been able to make.

His present business was started in 1910 and now occupies the entire third floor of the Tribune Building in Salt Lake City. While essentially a commercial man, his staff of six photographers make pictures of all kinds, either portraits, flashlights, news rushes or birdseye views. For the convenience of his photographers he maintains a fleet of Hupmobile Straight Eight cars, which in itself is significant of his success.

Blessed is he who has found his work; let him ask no other blessedness; he has a life purpose. Labor is force, breathed into him by Almighty God, awakening him to all nobleness, to all knowledge. Hast thou

valued patience, courage, openness to light, or readiness to own thy mistakes? In wrestling with the dim, brute powers of fact thou wilt continually learn. For every noble work the possibilities are diffused immensity, undiscoverable, except in faith.

—Thomas Carlyle.

★ ★ ★ YOUR TELEPHONE VOICE

What sort of a voice do you use over the telephone? Is it cordial in its tone or sharp and abrupt?

Do you speak as though you were glad to answer the ring or in a manner that makes the person at the other end of the wire feel as though he had offended you by calling?

Courtesy is the first law of business and it is especially important that this law be obeyed when talking over the telephone.

★ ★ ★ LABOR IS GENIUS

When a lady once asked Turner, the celebrated English painter, what his secret was, he replied: "I have no secret, madam, but hard work." This is a secret that many never learn, and they do not succeed because they do not learn it. Labor is the genius which changes the world from ugliness to beauty and the great curse to a blessing.

★ ★ ★ ONE ON JERRY

An error was made in the Wollensak Optical Company advertisement on page 18 of the August issue, and you will be interested in the explanation. The Editor left for his vacation after the copy had been written and asked Jerry to send the necessary cuts to the printer.

While the Varium lens is advertised, a cut of the Vitax lens was inadvertently used. Jerry's comment was: "They're both good lenses and either one is honored when mentioned with the other." He is now familiar with the Varium lens and we would like our readers to become equally familiar with it.



Always Alike —

HALOID RITO is Good to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
Hard—Medium
Brilliant Soft—Soft

Three Surfaces
Matte—Semi-Matte—Glossy

Two Weights
Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4	3.35
3.50	3 1/2 x 4 1/2	4.30
4.00	3 1/2 x 5 1/2	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
225 Fifth Ave.

BOSTON OFFICE
101 Tremont St. at Bromfield

CHICAGO OFFICE
68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
Los Angeles Agent, A. H. MUHL, 643 S. Olive Street

BY THE LIGHT OF THE SILVERY MOON

A Description of How the Picture On the Front Page Was Obtained

"By the Light of the Silvery Moon," from a demonstration by J. W. Beattie before the Photographers' Club of Southern California at the Beattie Lite Studio, Hollywood. The subjects, J. Anthony Bruno, Hollywood photographer, and his bride, were placed close to the white sheeting background. A small twin arc was used about four feet to the rear of the ground to relieve the figures. It was accentuated directly behind the figures and prevented from evenly illuminating the background, otherwise the foliage and lower parts of the figures would have been too strongly lit. An opening about a foot in diameter was cut in the bottom of a corrugated cardboard box and covered with several thicknesses of tissue paper. This box was hung over the front of the light, thereby subduing and confining it to the center of interest. The "Moon" was projected from the rear of the ground by an arc Hi-Lite. To produce the soft, concentrated illumination of the figures a Flood light (twin arc) at "low speed" was placed beside the background and directed away from subject and background, the light being reflected on the figures by a Brite-Lite (silvered reflector). The "tree" was made up of real branches of manzanita wired together to produce the desired shape. The butt was stuck into a flower pot and supported by wire from the top of the background frame. This type of lighting, now known as the "semi-silhouette," is very flattering to the subject and requires almost no retouching. A "set-up" for anything so elaborate as this background effect requires quite a little time and should be used repeatedly with variations to make it pay in a commercial way. For foliage pine or cedar are very suitable and can be obtained in most places and at all seasons. Thick, heavy foliage should be avoided. Crooked old branches on to which artificial flowers and maidenhair fern have been wired are lasting and entirely satisfactory. Beattie Lamps, for every purpose, can be purchased from Hirsch & Kaye on convenient terms.

The difference between the impossible and the possible merely consists in knowing how.

TRACING CLOTH AND OTHER DIFFUSERS

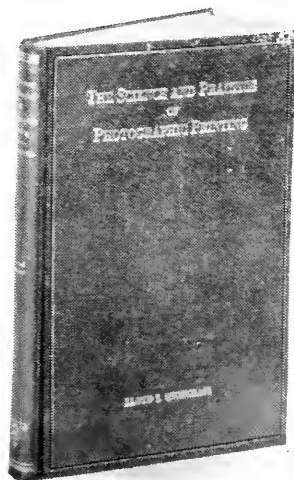
Portrait photography demands as a first and essential consideration a diffused light. Different methods of accomplishing this diffusion have been advanced from time to time, each having its peculiar advantages. So far, however, tracing cloth has been found the most generally practical. Good results for certain purposes may be had by using a partly frosted globe. This frosting in itself cuts down the light even more perhaps than tracing cloth, but has the advantage that it covers only part of the light source. The important thing to remember in all these cases is that light must be diffused for portrait uses and that in order to do so you must sacrifice power. Every method cuts down the power, and probably does so about in proportion to its effectiveness.

Tracing Cloth can be purchased from Hirsch & Kaye, in 48 inch and 54 inch widths.

The Science and Practice of Photographic Printing

Second Edition Completely Revised

By LLOYD I. SNODGRASS, B. S.



This revised edition is one of the best books on photographic printing that you can obtain.

It should be on the book-shelf of every photo finisher as well as in every portrait studio.

310 pages—54 illustrations. Bound in cloth.

Price, \$3.00

GRAF Variable **Anastigmat**

f. 4.5 f. 3.5
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects, truly rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL USES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist. It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

See it at the P. I. P. A. Convention (Hirsch & Kaye Booth)

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SOUTH BEND :: INDIANA

For Home Portraiture and Home Movies "Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

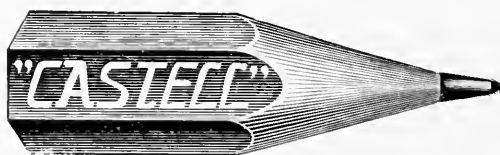
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233 West 42nd Street

NEW YORK, N. Y.

See them at the Convention (Hirsch & Kaye Booth)

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

AT YOUR SERVICE

IGNATIUS HEALY



"Nay" isn't a stranger to those of you who visit our retail photographic division on the first floor. For two years and more he has been with us behind the counter dispensing necessities of the trade, omniscient advice

and a contagious smile. Never once have we seen his calm ruffled or his good nature disturbed—unless it was the occasion that Rod La Rocque and Vilma Banky addressed him as "May," and then it was but the suggestion of a passing frown.

His photographic experience began with the Bowman Drug Company of Oakland about twelve years ago and his schooling in the profession has been both thorough and complete.

When the big scrap broke out in Europe "Nay" forsook flash-guns and flash powder for real weapons and ammunition and was hurried into an army camp for rookie training.

After a few days of "squads North and South" and a few nights of standing guard in the rain, he made known that he was a photographer, and henceforth became a cameraman in the Engineers.

The new assignment was a "gravy train," he relates: no inspection or guard

mounts and the best of "chow" at the "Non-Coms" table. Each night he would set the alarm clock so that he could wake up in the morning, hear the bugler, and then go back to sleep. Great life, these "gravy train" details!

Well, after the war, "Nay" grabbed his sixty-dollar bonus; got his graflex and jewelry out of "hock" and lit out for home. The old town of Oakland sure looked good. He slipped down a side street and cut across lots to the home of the "one girl in the world"—the little lady who had written to him during all of the lonesome months.

His coming had been heralded and as he leaped across the lawn she was on the porch to greet him. Life had been good to give him a girl like this! She pushed him on playfully as he attempted a sweetheart's greeting and then said, "You're just the same dear boy, Nay, and I want you to come right in and meet my husband." "Nay" quotes Kipling and remarks, "I learned about women from her."

Amateur baseball is Healy's chief diversion. He pitches and plays the infield, and, from personal knowledge, we state he is no slouch at bat. Basketball and fishing also claim a portion of his time, in season.

In the photographic world he has made a success of his work because he likes it and doesn't feel that the pasture is greener in other fields.

Thus ends the sketch of an efficient employee and a real fellow—that's "Nay."

HOW ONE MAN SEES IT

(Offered free of charge to Californians Inc.)

In a recent letter, Mr. W. G. Connell of the Photo Art Shop, Dinuba, Calif., writes:

The weather down here is delightfully warm, from 85 degrees to 106 degrees during the day, but at 4 A. M., when "my" day begins—why, what's the use of going to heaven, it couldn't possibly be any better. The rosy fingers of the dawn unbarring the gates of day, a gentle breeze, cool, and redolent with perfume, like the breath of angels, fluttering the leaves amid

which birds are twittering in the distant background. The snow-clad summits of the—but, say! say, here's film to be developed while yet 'tis cool. Go hop into the old bus, old top, and get down to earth.

~ ~ ~

Every photographer should have a copy of Burrough's welcome new booklet—"Safety First in Photography." It tells of the several convenient forms of developer as well as illustrations of the several toners. Ask us for your copy.

1927 FALL STYLE

Here is the Newest for~

TWO COMBINATION PORTRAITS



The DUETTO

An inslip easel style. The design is especially attractive. It is finished in myrtle green and silver on the Greytone and beaver brown and gilt on the Neutraltone.

For 2 prints, sizes.....	3x4½	4x6
Prices per 100.....	\$17.50	\$22.50

It is a good plan to have this style on the sales counter. It oftentimes enables studios to sell extra portraits from otherwise discarded negatives.

Samples of both colors for twenty-five cents. You will find it a profitable style to feature.

SAMPLE OFFER FW-87

TAPRELL, LOOMIS & COMPANY

(Eastman Kodak Company)

CHICAGO :: ILLINOIS

The Leading Card Novelty House of America

THE TRUTH

A Hypo bath, used many times, becomes "fed up" with soluble silver and its action becomes as slow and sluggish as *your* appetite just after a big Sunday dinner. It must be discarded and a fresh and hungry bath prepared.

About *half* of the silver originally in the emulsion remains on the negative or paper; the rest—the other half—is in *the old fixing bath*. Of the \$5,000,000 worth of silver used annually in the United States for photo emulsion, about **Two and a Half Million Dollars** winds up in old Hypo baths containing values of six cents to thirty cents per gallon, depending upon degree of exhaustion.

What becomes of it? Some actually *throw it away!* The others, who can use their share of that two and a half million, take the silver out of it before it goes to the sink. The chemical "precipitants" added to do this are many, the best known being Sodium Sulphide and Zinc Dust. Each is efficient in trained hands, but the former has an evil smell which is outlawed in most studios and finishing plants, and the latter is slow in action and results in a cloudy solution which is hard to separate completely.

To overcome these objections, we offer two precipitating preparations of proven quality:

Albo—5 lb. cans.....\$3.00

Kan Rite—5 lb. cans..... 2.00

Order today from **HIRSCH & KAYE.**

YOUR HYPO

We supply the Mallinckrodt Chemical Company photo Hypo. In the past, we have heard occasional complaints with regard to a scum on the surface of the fixing baths, due probably to an inferior grade of Hypo obtained from other sources. You can readily appreciate the difficulties you may run into with scum on the surface of the Hypo bath. Investigation of those complaints has shown that the condition is generally due to impure chemicals, dirt, and other matter that may float on the surface or stay in suspension. This attaches itself to the surface of the emulsion and prevents proper fixing. It may even cause spots and smudging. A scum may also be due to

hydrogen sulphide, or sulphur in the water. If this is the impurity that causes the trouble, it will react with the silver salts washed out from the prints and negatives, and it may stay on the surface of the fixing bath to cause trouble.

Results will be better if Mallinckrodt Hypo is used. We are prepared always to make prompt delivery from stock.

Single kegs	\$4.30 per keg
3-keg lots	4.00 per keg
5-keg lots	3.85 per keg
10-keg lots	3.64 per keg

NO SYSTEM

The following conversation between two Pullman porters was overheard in a western railway station:

"Hello, George!"

"Hello, Henry!"

"Where youall workin' now, George?"

"I'm workin' on the G. & S. Q. System. Where you workin', Henry?"

"I'm workin' on the D. R. & S."

"Ah had no idea you was workin' on the D. R. & S. System."

"No, not the D. R. & S. System, George; just the D. R. & S. They ain't got no system."

System is as noticeable to the patrons of your studio as to the patrons of a railroad or other large business corporation. If the system is right, your customer is better satisfied because there is the element of certainty and precision in your business transactions from the making of the engagement and sitting, to the time of delivery of proofs and finished pictures.

You secure the full efficiency of your help because there is no lost motion in a good system, properly enforced. The Eastman Studio Register System is the most practical, convenient and efficient method for handling the work of your office because it keeps a detailed account of your engagements, sittings, delivery of proofs, orders, delivery of finished work and is your cash book, ledger and record of filed negatives.

Studio Register Systems can be ordered from HIRSCH & KAYE.

SPEED · FOR · BETTER · RESULTS

HAMMER PLATES

with shortest exposure and least effort, produce negatives of highest quality. Speed, Uniformity and Brilliancy are their chief characteristics.

COATED ON EXTRA SELECTED, CLEAR
TRANSPARENT PHOTO GLASS

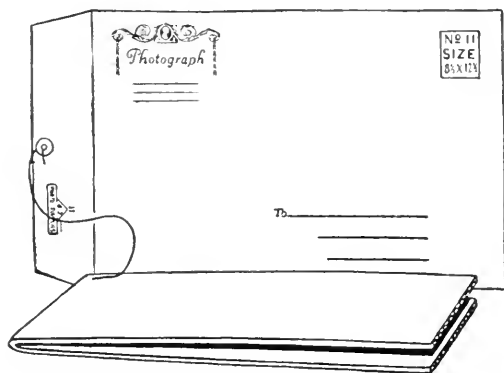
*Hammer's Booklet, 10th edition,
sent on request.*



HAMMER DRY-PLATE COMPANY

Ohio Avenue and Miami Street, St. Louis, Mo.

New York Depot, 159 W. 22nd Street, New York City



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

		Size
No. 2.....	5 1/2 x	7 5/8
No. 3.....	6 3/4 x	8 1/4
No. 4.....	7 1/2 x	9 1/2
*No. 5.....	8 3/4 x	10 1/2
*No. 6.....	10 1/4 x	12 3/8
*No. 7.....	12 1/4 x	14 1/2
*No. 8.....	10 1/2 x	15
No. 9.....	6 1/4 x	9 1/4
*No. 10.....	7 1/2 x	11 5/8
*No. 11.....	8 3/8 x	12 1/2
*No. 12.....	13 x	17 1/2
No. 14.....	16 x	20 1/4

Packed in cartons containing fifty.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need!

PRICES none can meet!

Prompt Shipments!

AIR EXPRESS SERVICE

The opening of Air Express service brings the Eastern factories to within 24 hours distance of San Francisco. In emergency our customers are now as close to the factories as are photographers within 500 miles of Rochester, Chicago or New York City.

Goods not regularly carried in stock can be obtained from these cities in a few days if desired promptly.

We will gladly place the order by Air Mail for shipment by Air Express. The additional cost to you will only be the difference between ordinary express and air express, amounting to about \$2.50 a pound. On a gross of 8 x 10 paper, for instance, the difference in cost will be \$10.00, and the difference in time 4 days, less than \$2.50 a day.

NEW SURFACES OF VELOUR BLACK

Users of Velour Black White and Buff Plat Matt, who desire a rougher surface will now be able to obtain the surface they desire.

VELOUR BLACK BUFF ROUGH is slightly rougher than Buff Plat Matt, and VELOUR BLACK WHITE ROUGH is a medium rough double weight stock, rougher than White Plat Matt.

The paper is in stock awaiting your order.

One evening last week I took a walk in the residential part of town. No special object, just window shopping along the business street of the district. It was a balmy summer evening and many people were on the street.

Window after window was brilliantly illuminated, displaying furniture, buns, radios, clothing, fresh fruit and everything imaginable.

Near the end of one block a store was in total darkness. Apparently a store to let. But no, on closer examination there were a few photographs on display and by the light of passing cars one could read that the premises were occupied by a photographer.

The moral of the story? That's a matter of personal opinion, but we naturally wonder what the people who pass by think of it.

"The Art of Coloring Photographs"

By AVENIR LE HEART

A Colorist of International Reputation

The only complete book of instructions available on coloring photographs, color harmony, and color composition. It enables the novice as well as the experienced colorist to master all the details of the work. All dealers.

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(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

For Sale by HIRSCH & KAYE



The Bordertinting Projection Printer

The Bordertinting Projection Printer will enlarge, reduce and tint the border the same time the picture is printed. For copying, making lantern slides and printing opals it has no equal.

The printer is always in focus and only requires two movements to operate. Investigate this wonderful Printer before ordering your Projection machine.

Ask your Dealer or write

The B. & L. Manufacturing Co.

1702-1706 Light Street

BALTIMORE, MD.



HOW ONE PHOTOGRAPHER GOES AFTER BUSINESS

Here is a copy of a letter sent out by Mrs. Florence Schoenfeld, San Francisco photographer:

Welcome to this gay and grim old world. May your life be so worth-while that when you close the door at the other end you'll look back and say, "I'm glad I came."

As times goes on you'll grow taller and heavier; you'll wear different clothes and have more hair; you'll talk and walk and run about; but we'll guarantee that you'll never, never be as cute. And, of course, you won't remember yourself at all as you are now.

It's because we realize this that we are enclosing a card which includes a special offer for one of our fine portraits. It will show you as you are now.

Why don't you ask Mother to bring you and the card to our studio now? Tell her how much you'll enjoy having your picture taken and how interesting it will be for both of you in future years. You can't talk, of course, but the look in your eyes will tell her that this is the time to have your first photograph—and maybe she will phone us right away. Our number is ———.

Ed. Note—We will be glad to receive and print similar letters. What are you doing?

PHOTOGRAPHS PANAMA ZONE IN ONE PICTURE

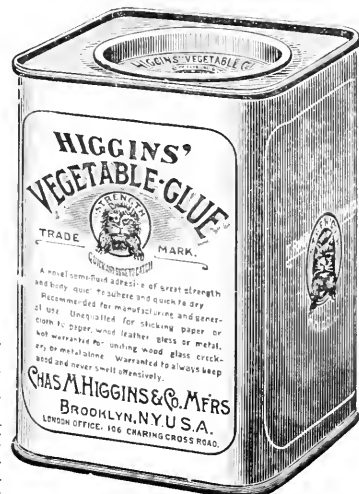
A record feat in long-range aerial photography has been accomplished by the twelfth photographic section of the army air corps, stationed at France Field, Canal Zone, in photographing the entire Panama Canal Zone in one picture.

The photograph was made at an altitude of twelve thousand feet and covered a distance of about sixty miles, including fortified islands on the Pacific side, Fort Sherman on the Atlantic side, and portions of both the Atlantic and Pacific Oceans. It was the first time that the two major oceans had ever been partly photographed together.—*Photo Era Magazine*.

Dark Room Lamps of every description. Ask for your copy of Modern Dark Room illumination.

HIGGINS' VEGETABLE GLUE

This is a semi-fluid adhesive of great strength and body; it adheres quickly and dries rapidly. It will be found of especial value in the photographer's work-room and for general use. It is unequaled for sticking paper or cloth to paper, wood, leather, glass or metal. Warranted to keep in perfect condition for an indefinite time and never to smell offensively.



Put up in square self-sealing cans.

	Price
1/2-lb. can	\$0.25
1-lb. can45
2-lb. can65
5-lb. can	1.50
10-lb. can	2.25

WHITE INK

Invaluable for writing on dark paper, titling albums, card mounts, etc. Used with an ordinary pen.



Price, per one ounce bottle\$0.20

RUBY AND AMBER ELECTRIC LAMPS

These lamps are made especially for photographic use, of deep ruby glass. They are made tipless, which prevents the escape of white light at the tip, this being the usual defect in the ordinary lamps. Made in several sizes. We also furnish these in amber color for use with Bromide or Gaslight papers.



Price, Ruby or Amber—
10, 15 or 25 watt.....\$0.85
75 watt 1.35

PROFESSIONAL SERVICE

Duncan G. Blakiston

Portrait Painter

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures.

1109 MARKET STREET
San Francisco

Room 208 Phone Park 7167

**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film.**

Highest Prices Paid



P. H. KANTRO

PORTAGE, WIS.

**Retouching - Etching
Backgrounds**

SATISFACTION GUARANTEED

BEULAH E. ROSS

724 Farrington Lane
BURLINGAME, CALIF.



Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever."

These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

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For Good Retouching

Send Your Orders to

ANNE ROSTON

APT. 42—929 PINE STREET

Phone Prospect 5677

SAN FRANCISCO . . CALIFORNIA

YOU HAVE

A SILVER MINE

In Your Studio

Operate it without labor, odor, or
inconvenience, with

KAN-RITE

The modern Hypo precipitant, and make

1000% PROFIT

At your Supply House or

Kantro-Gunnell Refining Co.

Portage, Wis.

When in doubt where to get

it, ask

HIRSCH & KAYE

MEASURING JUGS



Made of strong, clear glass with moulded graduations from 4 to 32 ounces. The removable top, when inverted, may be used as a funnel.

Price

Perfection Measuring Jug.....\$1.25

EASTMAN ADJUSTABLE LENS HOOD



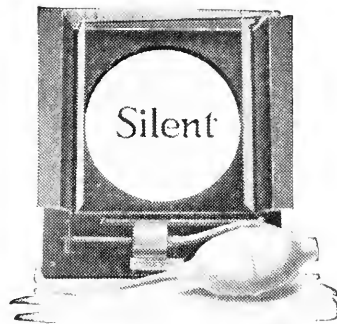
This article replaces the clumsy and many times unsightly makeshifts with which the photographer has put up with in the past.

In Rembrandt lightings, the hood may be adjusted so as to guard against side-lights.

The material is black morocco, with nickel-plated spring band, and the inside is lined with fine, non-reflecting black velvet.

No. 0, for lenses $2\frac{1}{2}$ to $3\frac{1}{2}$ in. diameter.....\$4.00
No. 1, for lenses $3\frac{1}{2}$ to $4\frac{1}{2}$ in. diameter..... 5.00
No. 2, for lenses $4\frac{1}{2}$ to 6 in. diameter..... 6.00

THE NEW SILENT STUDIO SHUTTER



The CONLEY SILENT STUDIO SHUTTER has been very popular with photographers for a number of years on account of its silent opening.

The only criticism that has been offered is, that it was necessary to change the rubber discs occasionally and the use of the shutoff when it was desired to have the shutter remain open. In the NEW Silent Shutter these two objectionable features have been eliminated without altering the silent features.

All sizes of the NEW shutters have been in use in some of the leading studios for a number of years and are giving perfect satisfaction.

The New Silent Shutter is operated with a large brass pump, in place of the rubber disc. Another improved feature is the eccentric spring lever which holds the shutter open without the use of the shutoff. This permits the use of the large open end bulb which is preferred by most of the expert operators. The opening and closing of the shutter is accomplished with one hand.

Size of Opening	Size of Board	Each
2 -inch	4 x $4\frac{3}{4}$ inches, single wing.....	\$ 6.00
$2\frac{1}{2}$ -inch	$4\frac{1}{2}$ x $5\frac{1}{4}$ inches, single wing.....	6.00
3 -inch	$5\frac{1}{4}$ x $6\frac{1}{4}$ inches, double wing.....	6.50
$3\frac{1}{2}$ -inch	$5\frac{3}{4}$ x $6\frac{3}{4}$ inches, double wing.....	7.00
4 -inch	$6\frac{1}{4}$ x 7 inches, double wing.....	7.50
$4\frac{1}{2}$ -inch	$6\frac{3}{4}$ x $7\frac{3}{4}$ inches, double wing.....	8.00
5 -inch	$7\frac{1}{4}$ x $8\frac{1}{4}$ inches, double wing.....	9.00
$5\frac{1}{2}$ -inch	$7\frac{3}{4}$ x $8\frac{3}{4}$ inches, double wing.....	10.00
6 -inch	$8\frac{1}{4}$ x $9\frac{1}{4}$ inches, double wing.....	11.00
No. 0 Double Neck Bulb and 5 feet Tubing..		.85
No. 0 Double Neck Bulb with connection only		.55
Red Rubber Tubing, per foot.....		.06

“How about ART CORNERS—don’t you need an Easy Sales Making Display Assortments on your counter? Now that picture taking time is here, folks’ll be needing more ART CORNERS than ever!”

You can easily sell Art Corners to your finishing customers and the profit is worthwhile. We supply them.

For . . .

Richer Tone Values

Use . . .

Pictol



A FEW months ago we made a sample offer. Hundreds of photographers took advantage of the opportunity to try Pictol for the first time. As far as it was possible to determine, not one photographer who tested it out returned to the use of the rapid developer he was using before.

Many letters voluntarily written show the real value of Pictol. They prove—



ONE OF THE
"PHYSICALLY AND CHEMICALLY
CONTROLLED" PHOTO CHEMICALS

- 1 *Pictol gives exceptionally good tones and richness in the shadows. Better toning and greater detail than was produced by other developers.*
- 2 *It builds up the image more slowly, thus permitting perfect control and better results.*

IF you do not know the advantages of Pictol, let us send you a sample. Send 25c for a 1-ounce sample.

MALLINCKRODT CHEMICAL WORKS

A CONSTRUCTIVE FORCE IN THE CHEMICAL INDUSTRY SINCE 1867

St. Louis · Montreal · Philadelphia · New York

· SEEN IN THE GROUND GLASS ·

Scarcely a day passes but we hear of a "comeback"—actual or attempted. The daily press records the story in headlines. Generally it concerns a prodigal or a preacher; a pugilist or a prima donna. The case at hand is an "actual" and has to do with a photographer—our good friend Carl Broden of Modesto.

A year or more ago he sold his prosperous studio and went to ranching but now he has "comeback" to his old love—photography—and, it is not strange to relate, to the same old studio. He says the red lights look good to him again. Greetings and best wishes, Carl!

At the August meeting of the Northern California Photographers' Association Ralph Young told a story on business ethics that has its point. A merchant trying in vain to instil in his son some principles of business ethics said:

"A man comes in to buy an overcoat. He takes a coat and pays the price of \$25.00 with two tens and a five dollar bill. When I count the money I find two tens stuck together so he's paid me \$35.00. Now the question is—shall I tell my partner."

Frank D. Robinson of Merced called and reported a busy season. Some day we'll succeed in getting his picture and will tell you about him.

Mose Grady has moved into his new studio in the O'Shea Building, Seattle. His studio occupies the third floor (100 by 150 feet) of the building. The studio is beautifully finished in fireproof material of old ivory color. Our Mr. Wolff, who was present on the opening day, tells us floral pieces were received from practically every photographer in Seattle, as well as from distant places.

Fire of mysterious origin destroyed the main building of Hartsook Inn, located on the Redwood Highway. Fred Hartsook, photographer, the owner, estimates the loss at \$20,000 which would have been much greater had the numerous cottages been destroyed. The Inn will be rebuilt at once.

Among recent visitors were Rod La Rocque and his bride. Vilma Banky, well known movie stars. Mr. La Rocque purchased several Ansco Memo Cameras as gifts for his friends. They greatly enjoyed the motion pictures projected for them in our projection room.

With profound regret we record the passing of Augustus W. Ericson, pioneer photographer of Arcata, California.

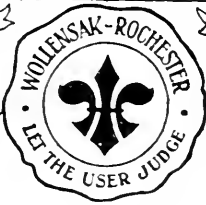
At the age of sixteen he came to America from Sweden and for nearly fifty years made the city of Arcata his home. In his early days he was actively engaged in lumbering near Trinidad and still later took a successive interest in drug, printing and stationery merchandising.

His reputation and success in life, however was made as a photographer. To him the profession was a calling and how well he served will be long remembered.

His portrayal of Indian Life and the vastness of the giant redwood forests has never been excelled, in our belief. Numerous exhibitions of his pictures have been given in London and Paris and published in various periodicals throughout the world.

He is survived by his wife, Augusta, and seven children.

In his passing the profession has suffered the loss of a fine workman and a thorough gentleman.



It's the Lens You Use that Contributes to Your Success

Vitax Portrait f3.8—the chief of studio lenses—the old standby of the discriminating artist—has contributed much to the success of the prominent photographers.

With this large aperture lens snapshots in the studio are entirely practical, making it ideal for baby studies. In handling large heads, busts and similar portrait work, the Vitax gives a beautiful rounded effect that adds wonderfully to the life-like quality of the photograph.

Vitax Extension Lens

A complete front combination for use with the 16-inch focus Vitax. It displaces the regular front lens of the Vitax and increases the focus from 16 to 20 inches. Works at a speed of f5 and gives genuine Vitax results. Priced at \$57.50.

Literature sent upon request.

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.



“JERRY’S” CORNER

By HIMSELF

I didn’t know what to order for dessert so the waiter suggested applesauce. I think he was getting personal.

✓ ✓ ✓

Applesauce is the lubricant that keeps the business world moving.

✓ ✓ ✓

It is also a healing salve. Many a broken heart has been patched up with it.

✓ ✓ ✓

If Eve had handed Adam some applesauce instead of the raw stuff we’d all be living in the Garden of Eden.

✓ ✓ ✓

Applesauce will move mountains when pick and shovel give out. It will open bank vaults quicker than T. N. T.

✓ ✓ ✓

Doc Cook told the King of Denmark how he discovered the north pole, but it turned out to be frozen applesauce.

✓ ✓ ✓

Cleopatra changed the world’s history because she knew how to use it. Delila helped Samson get his boyish bob on account of her supply of applesauce.

✓ ✓ ✓

Many a man has got out of a tight squeeze by the use of applesauce.

✓ ✓ ✓

Applesauce is powerless when used on traffic cops, though some judges swallow it.

Not long ago I heard a speech by a big man back East. Every once in a while they inserted the word applause like this (applause), but at the end they made a mistake and this is what was printed— (applesauce).

✓ ✓ ✓

Diplomats are past masters in the art of serving applesauce, which they have found more powerful than all the armies and navies.

✓ ✓ ✓

Salesmen hand out a lot of applesauce, but I think they learned how from the customers. Photographers especially need a lot of it because they, of all people, are asked to improve upon nature.

✓ ✓ ✓

In our line, it’s pretty well divided. Our customers listen to what our salesmen have to say and we listen to what our customers tell us.

✓ ✓ ✓

We’ve met three of the original inventors of the Klay Multiplying Holder.

✓ ✓ ✓

I heard Mr. Siller tell of a photographers’ meeting when five or six were talking about business. When they got all through, one of them said, “Now, let’s tell the truth for a while; how’s business?”

✓ ✓ ✓

Don’t take this too serious, because it’s only a line of applesauce from

JERRY.

Voigtlaender Heliar Lens

F.4.5—Angle 60

The Heliar is universally recognized as the highest type of ultra-rapid Anastigmat. Its wonderful qualities place it in a class by itself. In addition to its great speed it possesses optical corrections of the highest order, absolutely eliminating spherical and chromatic aberrations, flare, coma, and other optical defects usually found in lenses not properly corrected.



For artistic portraiture and studio photography the Heliar is unrivaled, as it possesses in the highest degree the qualities which are essential, such as its speed, flatness of field, critical definition, and required covering power.

We also recommend the Heliar lens for use on reflecting and other focal plane cameras, where its extreme rapidity enables the user to take full advantage of the high speed shutter.

No.	Equivalent Focus	Size of Plate Covered at F.4.5	Price in Barrel	In Focusing Mount
1	5½"	2¼x3¼	\$40.00	\$45.00
2	6"	3¼x4¼	42.50	47.50
2A	6½"	4x5	45.00	
3	7⅛"	3¼x5½	48.00	
3A	8¼"	5x7	65.00	
4	9½"	5x8	90.00	
5	12"	6½x8½	130.00	
6	14½"	7x9	170.00	
7	16½"	8x10	225.00	
8	19"	10x12	265.00	
9	24"	11x14	550.00	

Let us send a Heliar lens for trial. You will be glad to have one for the holidays. Terms can be arranged.

PHOTOGRAPHERS HAVE BEEN WAITING FOR THIS

The Duplex Jr. Light is a portable Twin Arc Lamp of proven efficiency. It burns remarkably quietly and can be operated on any house wiring. Ideal for small studios and home portraiture. A silk diffusion screen is supplied.

The Duplex Jr. may be taken apart and packed in convenient carrying case 23 x 12½ x 7½ inches in size. Case is included in outfit. Light—weighs but 27 pounds when packed. Substantially built and guaranteed to give service. Now supplied with new improved reflector.

See it at the Convention

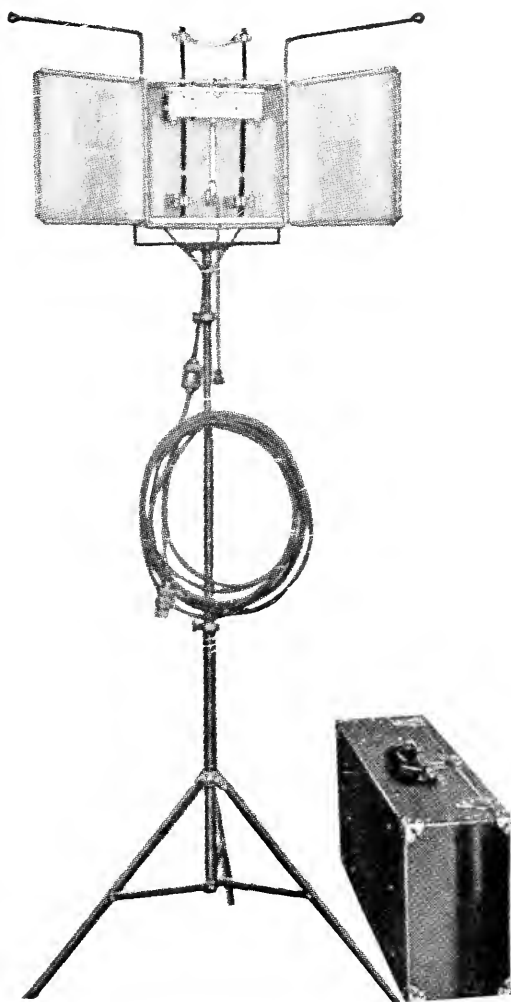
Price, Complete, including Case, \$65.00

Terms if desired

FOR SALE BY

HIRSCH & KAYE

*Headquarters for Studio and Artificial
Lighting Equipment of Every Description*



Taken with One Duplex Jr. Light; W. A. Lens; $f:12.5$ —6 seconds; no Diffusion.

Sterling Developing Tanks Will PAY YOU



SAVE TIME,
MONEY,
SOLUTIONS

Large Capacity
Low Cost
Best Results

AMATEUR FIN-
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Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

Demand Sterling

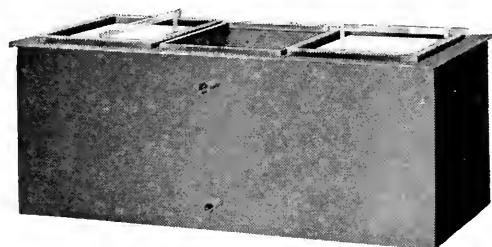
(The name "Sterling" is stamped under rim of every tank.)

Made in two sizes
5x12x42" tanks hold 10 gallons.
8x12x42" hold 17 gallons. Both Blue and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name.
"Pioneer Tank Builders" BEAVER FALLS, PA.

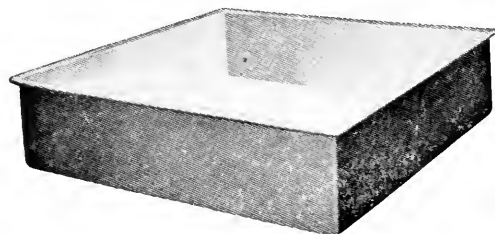
GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



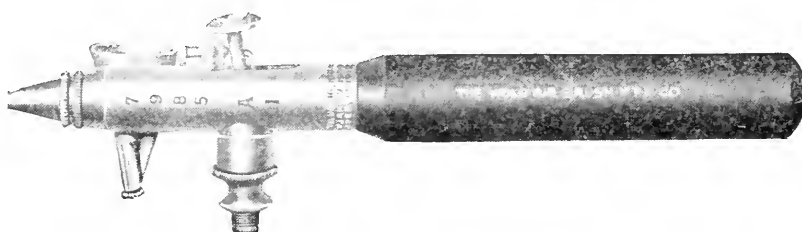
For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x12x5"

12x16x5"	16x20x6"	18x22x5"
18x24x6"	20x24x6"	20x30x6"

Necessity for the Photo Retoucher The WOLD Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

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TO MAKE SQUEEGEE WORK SAFE AND EASY

— USE —

PEEP O DAY and YALE CLOTH

Either one works satisfactorily and unfailingly by itself
—but the combination of both is best

For Sale by HIRSCH & KAYE, San Francisco

LISTED AT THE SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all of the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

This is the best time to buy a studio. Here is a list of locations where studios are available:

California

Burlingame (location only).
Bakersfield—Portraits and Commercial.
Colusa—All round studio.
Dos Palos—All round studio.
Exeter—All round studio.
Jackson—All round studio.
Lindsay—Portable portrait studio.
Madera—All round studio.
Merced—Portrait and Commercial Studio.
Modesto—All round studio.
Oakdale—All round studio.
Palo Alto—Portrait studio.
Palo Alto—Art store and finishing.
San Francisco—Portrait and commercial studios.
San Bernardino—All round studio.
San Jose—Commercial and finishing studio.
San Luis Obispo—Location only.
Stockton—All round studio.
Turlock—All round studio.

Oregon

Ashland—All round studio, also art store with finishing plant and portrait studio.
Baker—All round studio, also art store with finishing plant and portrait studio.
Cottage Grove—All round studio.
Freewater—All round studio.
Grants Pass—All round studio.
Marshfield—All round studio.
Salem—All round studio.

Washington

Chewelah—All round studio.
Concrete—All round studio.
Goldendale—All round studio.
Snohomish—All round studio.
Tacoma—Portrait studio.

Nevada

McGill—All round studio.
Reno—Portrait studio and a location for finishing plant.

Idaho

Twin Falls—All round studio.

✓ ✓ ✓

Photographer, recently arrived from Mexico, desires position. Can understand English, but does not speak it. Has conducted his own studio successfully. Good appearance. Box 34, THE FOCUS.

✓ ✓ ✓

A motion picture camera man desires position in vicinity of Los Angeles or San Francisco. Can do commercial and studio operating and dark room work. Box 28 THE FOCUS.

✓ ✓ ✓

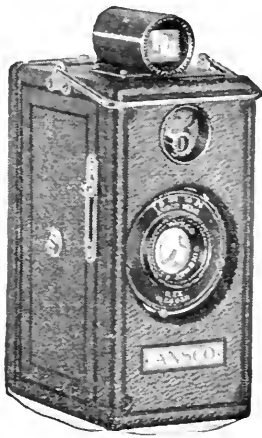
Here's another applicant for all round work. We've known him as a satisfactory worker for several years. Will go out of town. Box 27, THE FOCUS.

✓ ✓ ✓

A good all round man (not a retoucher) desires position. Will go anywhere. Three years of satisfactory service with last employer. Box 24, THE FOCUS.

✓ ✓ ✓

There are several names of piecework retouchers on our list. Provide yourself with a copy of this list and be prepared for the holidays.



Advanced Memo Camera Equipment Now Available

Memo Camera, focusing model, with Bausch & Lomb F:3.5 Anastigmat, \$40.

Memo Camera, focusing model, with Bausch & Lomb F:6.3 Anastigmat, \$30.

Memo Camera, fixed focus, with Bausch & Lomb F:6.3 Anastigmat, \$25.

Memo Positive Film Printer, for making projection rolls on positive motion-picture film from Memo negatives, \$30.

Memo Copyer, for using the Memo Camera to copy drawings, sketches, photographs, etc., to make negatives for printing projection rolls with Memo Positive Film Printer, \$15.

Memo Enlarging Printer, for making $2\frac{1}{4} \times 3\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$ prints from Memo Camera negatives on Noko Paper, etc. (Bromide and other enlarging paper not needed), \$75.

Regular nationally advertised Memo Camera, fixed focus, F:6.3 Anastigmat, \$20. Memo Film, 50-exposure cartridge, 50c.

All camera prices above include soft suede case. Black sole-leather holster case for belt, \$3.00 extra.

Memo booklet (48 pages) and information on any point of special interest on request.

For sale by **HIRSCH & KAYE**

ANSCO PHOTO PRODUCTS, Inc., BINGHAMTON, N. Y.

San Francisco: 552 Mission Street

THE BARGAIN COUNTER

WANTED—6½ x 8½ View Camera with dividing board preferred and plate holders. Must be in good mechanical condition. Box 213 THE FOCUS.

✓ ✓ ✓

Some home portrait or commercial photographer is looking for a dependable artificial lighting unit. We offer a Halldorson 5-Unit Home Portrait Outfit complete with five 400-watt Mazda lamps and stand. A bargain at only **\$28.50**.

✓ ✓ ✓

Here is a dandy outfit for a home portrait man who may want to make pictures of various sizes. We have an 8 x 10 Criterion View Camera which is supplied with extra 5 x 7 and 6½ x 8½ backs. Two extra lens boards are included as well as a plate holder of each size. This outfit is a bargain at **\$35.00**.

✓ ✓ ✓

Here is a No. 1 Northern Light that will make some home portrait or commercial photographer happy. It is automatic in operation and requiring but 15 amperes. Can be used on any circuit without special wiring. The price is only **\$37.50**.

✓ ✓ ✓

Small 12-gallon Stoneware Tanks for developing. Inside measurements 6 x 17¼, 26 inches deep. Supplied with stoneware lids. Bargain price, **\$12.50** each, or **\$45.00** for set of 4.

✓ ✓ ✓

How often you have wished for a large but portable camera for scenic work. We have a 4A Folding Kodak using roll film for pictures 4¼ x 6½. A Zeiss Kodak f6.3 lens and carrying case are supplied for only **\$32.50**.

✓ ✓ ✓

Somewhere a photographer is looking for a small printer for occasional printing orders. We offer a Kodak Amateur Printer for work of this nature and the price is only **\$7.25**.

✓ ✓ ✓

A 7 x 11 View Camera is not often found in our bargain room. Right now we have a used EK View Camera of this size with case and two 7 x 11 film holders. All in fine condition. The price is only **\$42.50**.

✓ ✓ ✓

Now is the time to order your artificial lighting equipment. There is a Beattie Flood Light of old model very similar to the Minima Lamp; requires no special wiring as it consumes but 15 amperes. Price is **\$57.50** complete with stand.

✓ ✓ ✓

We have two motor-driven Print Washers of exceedingly fine construction. The cost of construction put the original manufacturers out of business, but we have two left at bargain price. They are almost as large as the well known Pako Washer, but are without base. Price is **\$35.00** including waterproof motor.

✓ ✓ ✓

By special arrangement with the factory, we are able to offer new Seneca View Cameras complete with films or plateholder and case at prices no higher than you would pay for used cameras. A limited supply on hand, so order promptly. 5 x 7, **\$35.00**; 8 x 10, **\$40.00**.

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gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

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Browntone

A one-solution sepia toner, eliminates your toning difficulties, easy to use and dependable perfect sepia tones on any brand of paper in four minutes. No other chemicals to be added, always ready and no possible chance to overtone.

One 8-oz. bottle will tone 1800
4 x 6 prints or its equivalent in
other sizes. A trial will convince.

Professional Sizes

8 oz. \$1.00 - Gallon \$12.00

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Sensitized Photographic Products
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ARTURA IRIS

The Artura portrait has a quality that is distinctly Artura. In richness of tone, in vigor and in brilliancy, Artura is easily identified.

Made in seven surfaces appropriate to portraiture of the better kind and selected from the finest imported stock available.

Look for the familiar Artura label at your dealer's.



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DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER

The New Appeal

The public, through national advertising, is being made conscious of the need for photographs. The photographer should be conscious of the constant need for new display appeals.

Vitava offers a complete line of quality papers in a great variety of surface textures. Vitava Athena *Parchment* has wonderful possibilities as a display attraction. Its translucent, parchmentized base permits a number of tone effects to be obtained by loose-mounting prints over highly colored backing paper.

The distinctive quality of these prints will help to increase your sales.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

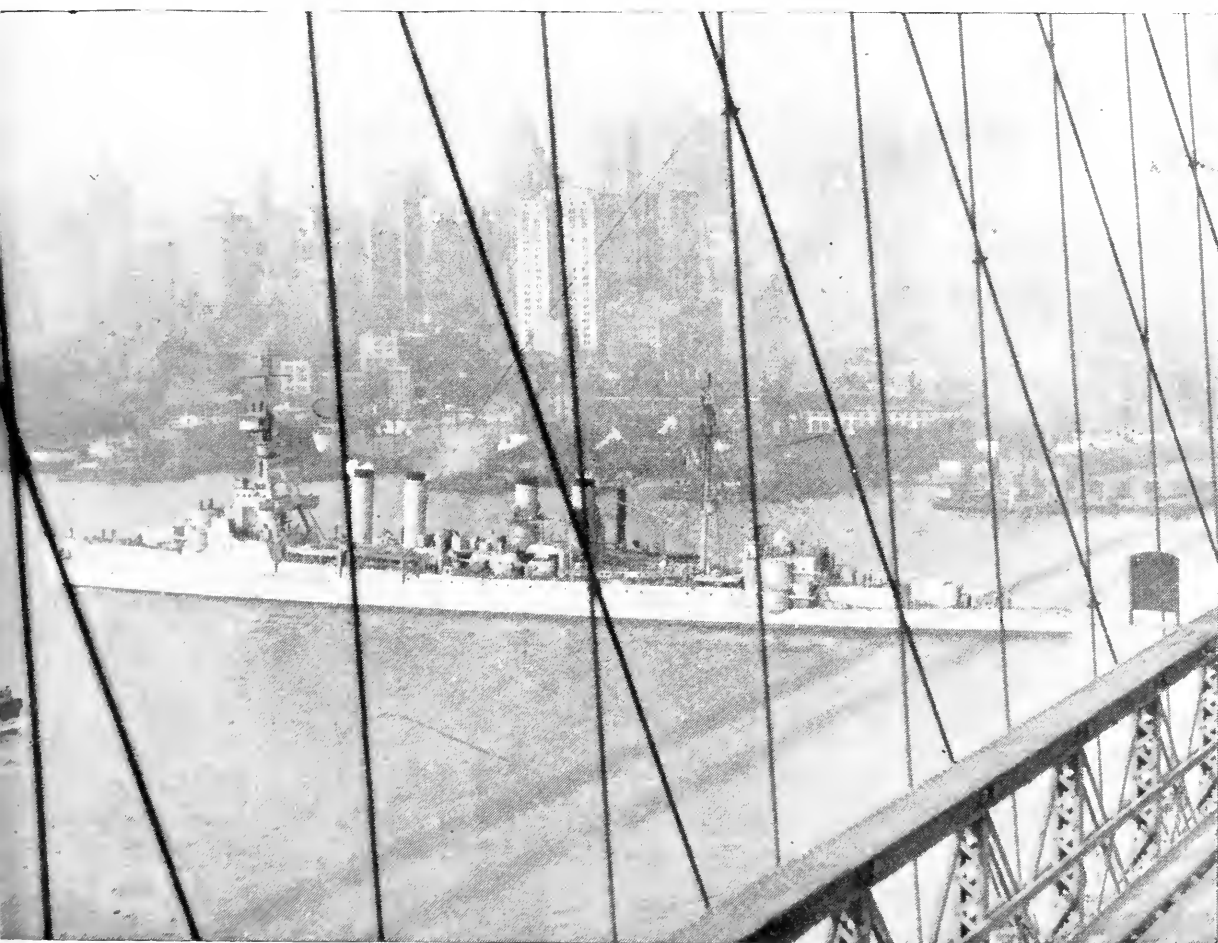
THE FOCUS

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Vol. 3

October, 1927

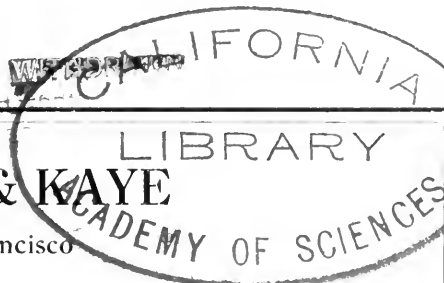
No. 10



Martin J. Kunkel of the "Brooklyn Daily Eagle" with a Hammer Press Plate photographed the U. S. S. "Cincinnati" from the Brooklyn Bridge as the cruiser was leaving for southern waters. Although the sky was hazy an F/8 stop with an exposure of 1/160th second shows some of the tall buildings in lower New York City.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco



NOV 10 1927

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Flash Powder

Flash Lamps

Give you dependable illumination where and when it is needed.



More light per unit of weight.



Minimum smoke and dust.



No heavy and time-consuming equipment to set up. Can be used *anywhere*.



Ask for your copy of "Hints on Flashlight Photography"
NOW. It is free.



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THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

OCTOBER, 1927

Number 10

: IN THE PROFESSION :

MERCED



Frank D. Robinson's family is numbered among the pioneers of Merced County and when he was born, in 1875, at Merced Falls,

it was assumed he would remain on the farm on which his ancestors had battled with Nature. For a while he was contented and thrived in the healthy climate of Merced County.

A natural desire to see the world gradually took hold of him and he turned to mining. His travels took him to Arizona where he found employment at Humboldt, near Prescott.

Meanwhile he had heard of a new art, whereby one could record scenes, and images of people, and he sent to a mail-order house for his first camera. It wasn't much as cameras go today, but it marked a turning point in his career. Returning to Merced with a knowledge of the use and possibilities of the camera, he formed a partnership with a Mr. Simons and opened the Simons & Robinson Studio in Merced. Later he sold his interest in the studio and was employed by J. T. Boysen, whose studio is still located in Yosemite.

In 1911 he purchased the Thullen Studio in Merced, and has conducted this studio since that time, under his own name.

His hobbies are several. One is to have the best studio in the state and this ambition is on the way to fulfillment. His other hobby is outdoor life and when it comes to hunting, he reveals all the characteristics of his pioneer ancestry.

—o—

LOYALTY

If you work for a man, in heaven's name work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents. I think if I worked for a man I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn, and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But I pray you, so long as you are a part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself. And don't forget, "I forgot" don't do in business.—*Elbert Hubbard.*

—o—

The world is held together by the mass of honest folk who do their daily task, tend their own spot in the world, and have faith that Right will come to its own at last. They believe that right motives are the key to right methods and hence to right conditions.

VACATION TRIP



When our out-of-town friends call at the office, and talk eloquently of the beauties of their respective localities, it arouses in the Editor's mind a strong desire to see them. So that, when vacation time came, it was not easy to choose from among the many attractive regions which had been described.

Finally it was decided. An ambitious trip was planned, embracing Donner Lake—Mt. Lassen—Crater Lake—the Klamath River—the Redwood Highway.

So the car was overhauled, put in shape for a strenuous trip and packed with all the necessities, including Mrs. Editor, who is, by the way, an excellent relief driver. Start was made on a certain Saturday, at midnight.

Have you ever tried travelling at night? The clear open road—the brilliance of the full moon—on each side the sweet-smelling fields and then that glorious glow in the East, heralding the break the dawn. It's great—try it, if you haven't already done so.

Now be it understood that this was a pleasure trip, purely. No order book was part of our kit—talk of business was taboo, but the renewing of friendships made in many years of business added much to the pleasures of the trip.

Enroute, many forgotten impressions were revived and new ones formed. For instance, near Roseville, where we noted the attractive Holmboe Studio, long rows of refrigerator cars told the story of California's gold that grows on trees. This was interesting to a city man who is accustomed to thinking of apples and peaches at a nickel apiece.

Donner Lake was reached early Sunday afternoon, and the night spent at the popular resort there. Mr. Wohlbruck, who conducts the photo and curio shop, was away, but we had an agreeable visit with his charming and capable wife.

Leaving Donner Monday morning, we headed for the Drakesbad, quite a considerable trip, passing through Reno, where lack of time did not permit our stopping.

The road to an out of Reno is a credit to Nevada. Here another impression was revived. Though we Californians are accustomed to thinking of Nevada as a sagebrush state, the fact remains that we saw more really green fields in Nevada than in California. At one point we waited for a mile-long freight train to pass, and as H. & K. receive freight shipments every day, we couldn't help wondering which car contained plates from Hammer, paper from Defender, or supplies from other firms.

Susanville was reached in the afternoon. Mrs. Grimes, of the Thompson Studio, received us cordially and showed us through her very attractive bungalow studio. Mr. J. H. Eastman, who also has a studio in Susanville, was away, but we enjoyed a chat with his able assistant, Mr. Hunter.

The next objective was Chester, reached after a most enjoyable run of thirty-seven miles over a delightful road passing picturesque Lake Almanor and through Westwood, where are located the mills of the Red River Lumber Company, among the largest of their kind in the world. Five miles beyond Chester the Drakesbad Road is encountered, this bringing us rather close to Mt. Lassen, the only active volcano in the United States. A new, and much needed road, is being built to the Lassen National Park.

It was dusk when we arrived at Drakesbad, too late to see very much. This region is a most interesting contrast in heat and cold. In early morning the boiling lake is surrounded by frost-covered fields and in the Devil's

(continued on page seventeen)

There Are Five Reasons!

why you should adopt the BORDERTINTING PROJECTION PRINTER

1. Because it is the only known method where-by the picture and border can be printed in one operation.
2. Will enlarge, reduce, copy, make lantern slides or print opals.
3. The cam is cut to suit the focus of the lens, and is sharp at every point on the indicator.
4. Equipped with Cooper-Hewitt light there is no heat to affect the negative.
5. Only requires two movements to operate the Printer.

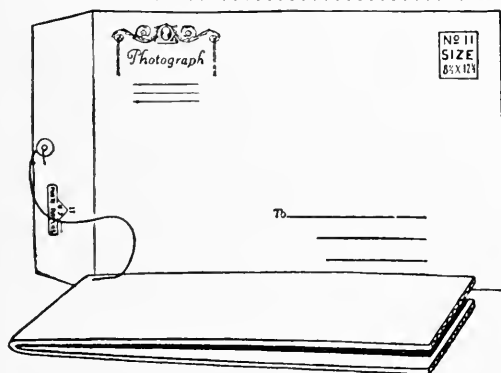
5x7	-	-	-	\$ 225.00
8x10	-	-	-	\$ 350.00

without lamps

The B. & L. Manufacturing Co.

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The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

		SIZE
No.	2	5½ x 7⅝
No.	3	6¾ x 8¼
No.	4	7½ x 9½
*No.	5	8¾ x 10½
*No.	6	10¼ x 12⅜
*No.	7	12¼ x 14½
*No.	8	10½ x 15
No.	9	6¼ x 9¼
*No.	10	7½ x 11⅝
*No.	11	8⅜ x 12½
*No.	12	13 x 17½
No.	14	16 x 20¼

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SIZES for any need! PRICES none can meet! Prompt Shipments!

FROM OUR BOOKSHELF

This month we select three timely issues of *The Photo Miniature Series*.

No. 195—"The Technique of Portraits."

It is the first and only book on the technical side of portrait making, and gives the essentials of successful work: likeness, personality, posing and lighting; interestingly written and well illustrated.

No. 184—"Soft Focus Effects in Photography."

Gives the common sense of the matter and explains the how and why of diffusion in the photograph: with an account of all the soft focus lenses, discs, screens and other devices available for obtaining these effects: instructions in their use, with illustrations.

The edition is small and it will not be reprinted. Better get your copy today.

No. 181—"Photo Miniature."

Few photographers realize the many-sided usefulness of the air brush in photography. In the Photo-Miniature No. 181 this remarkable invention is explained in detail, with full working methods for its use in improving and finishing prints and enlargements in black and white and colors; retouching and improving negatives; for view and commercial work, for putting in backgrounds, for coating special printing papers, and in pictorial photography. A series of short lessons gives the beginner just what he needs to start. Get your copy today.

Price 40 cents each

The three for one dollar, (just ask for Oct. book offer).

The oldest newspaper in the world, Tsen-Fou-Koon-Pao published in Peking, China, recently celebrated its one thousandth anniversary. Records show that several editors who made incorrect statements, suffered the loss of their heads as a penalty.

Of this, the Editor of THE FOCUS has taken due notice and governs himself accordingly.

Parabolical Reflectors:

Parabolical reflectors have many valuable uses and are exemplified in such lights as automobile spot lamps, locomotive headlights, and powerful searchlights. A reflector of this type delivers a beam of light made up of parallel rays, the principle being that it collects all the rays from a given source of light and reflects them in one direction. In photography it is made use of effectively in the spot light. But, emphatically it is the wrong kind of a reflector to use in connection with the main light in portraiture, for here one must have an even light over a considerable area.

PLANNING TO INSTALL A NEW BACKGROUND? WRITE FOR NEW CATALOGUES.

PARTIAL PAYMENTS

Although photographers tell us they did not know we sold equipment on monthly payment plan, hundreds of our customers buy their new equipment and pay for it with monthly payments. Many of them could pay the entire amount within 30 days, but prefer to let the equipment pay for itself, allowing them to use their cash for further expansion.

To buy less than the best is poor economy. We offer you the advantages of time payments to make it easier for you to equip your studio.

This does not apply to consumable material, generally designated as supplies. If you need equipment, send your list and obtain our generous terms.

Plenty of Silver -on- Hammer Plates

With shortest exposure HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity and Brilliancy are their chief characteristics.



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GRAF *Variable Anastigmat*

f. 4. 5. 3. 5.
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL PURPOSES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist.

It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL CO.
SOUTH BEND :: INDIANA

FRED PIERCE CHANDLER



Twenty-seven years with Hirsch & Kaye as foreman of the Optical Shop, and thirty-five years in California. Didn't leave Wisconsin with the Donner Party;

they got away first.

Dad wanted to make a cabinet worker out of him; and Fred tried it for a while, but boards bored him. Under W. H. Hunt of San Jose he received his first optical training and got his start.

You can't see his figure from where you sit, but your first guess was right—he isn't delicate. He was athletic as a lad and wanted to be a ball player, but couldn't get a suit in town to fit him, so decided to go in for swimming. He is

still a great ball fan and picked the "Yanks" at the last World Series.

He is married and happy—the scared look you see is the photographer's fault.

He lives in San Francisco; says he likes to spend money where he makes it. He neither smokes nor drinks, and boys in the shop say he doesn't swear, although he knows the words.

Fred likes good music, the kind you can't hum or whistle and, but for lack of wavy hair, might have been a musician. We repeat, he's clever and able. His handiwork will open your eyes.

Visitor: "I suppose your landlord asks a lot for the rent of this studio."

Photographer: "Yes, he asked me seven times last week."

NO QUESTION ABOUT IT

He is never late for work by so much as a single moment.

He never watches the clock.

He doesn't worry himself sick, figuring up an excuse to get to the game.

He hasn't the slightest interest in the girls in the office, by which his mind might be distracted.

He has never been heard to voice the thought that he is underpaid for the service he renders.

He never makes useless trips for water, which he doesn't want, merely to kill a few moment's time.

He is everlastingly at it—work, work, without cessation. He doesn't know when to quit.

He is the boss.—Judge.

YOU'LL LIKE IT

Not too much, yet not too little. That, describes the grain in face of the New Velour Black Buff Rough.

It has a distinctive Buff tint, combined with just the right sprinkling of luster to bring you new business.

Order a package of Velour Black Buff Rough enlarging paper. You and your customers will like it.

Sample print sent on request.

PRINT TONGS

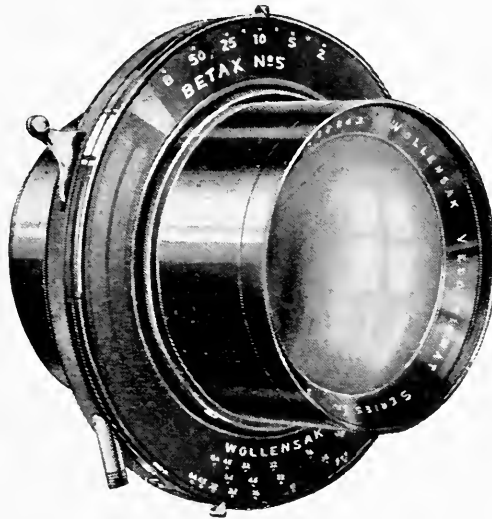
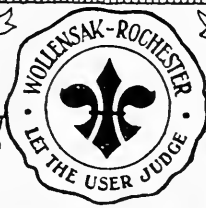
Avoid stained fingers. Use print Tongs. Marked for 'Developer' and 'Hypo', 25 cents each.

STERLING QUALITY TANK DEVELOPING OUTFITS

The fall of the year finds many of the large photo finishing plants cutting the cost of operation, by using the Sterling 5x12x42 in. tank outfits of ten gallon capacity. The immense saving of solutions results in low cost and low up-keep.

Each ten-gallon tank will hold twenty-four rolls of film. Two or three loadings can be developed per hour, equivalent to 450 to 500 rolls per nine-hour day. The larger 8x12x42 in. tank outfits average 750 to 900 rolls per average day. Sterling tank outfits develop a maximum amount of work with the minimum amount of expenditure.

Sterling tanks are fully explained in the advertisement that appears on page ten.



*A Speedy Road to Better Photographs
via the Velostigmat Series II f 4.5*

There are so many high-speed anastigmats on the market today that it may be difficult to choose between them. However, before deciding, compare a Series II Velostigmat with any similar lens of other make. *Let the user judge.* The photographer is a keen judge of value and quality.



A trial will convince you

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

Sterling Developing Tanks Will PAY YOU!!



SAVE TIME,
MONEY,
SOLUTIONS

**Large capacity
Low Cost
Best Results**

AMATEUR FINISHING
OUTFITS

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

DEMAND STERLING

(The name "Sterling" is stamped under rim of every tank.)

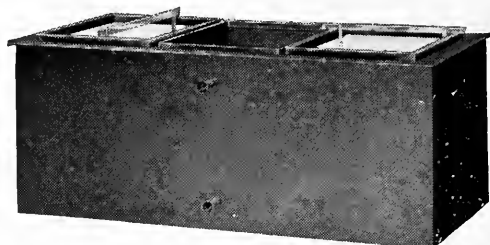
MADE IN TWO SIZES
5x12x42 in. tanks hold 10 gallons
8x12x42 in. hold 17 gallons. Both
Blue and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name
"Pioneer Tank Builders" BEAVER FALLS, PA.

GOOD NEWS! Yes

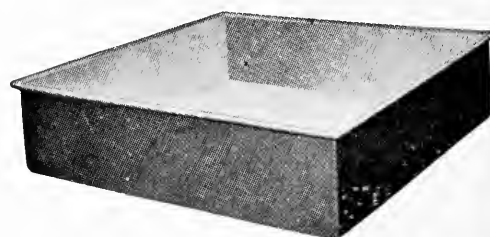
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



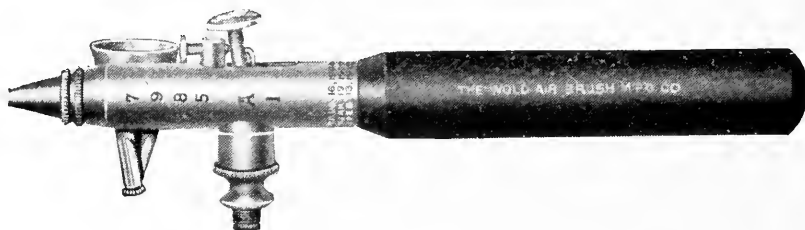
For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x22x5 in.

12x16x5 in.	16x20x6 in.	18x22x5 in.
18x24x6 in.	20x24x6 in.	20x30x6 in.

Necessity for the Photo Retoucher The WOLD Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

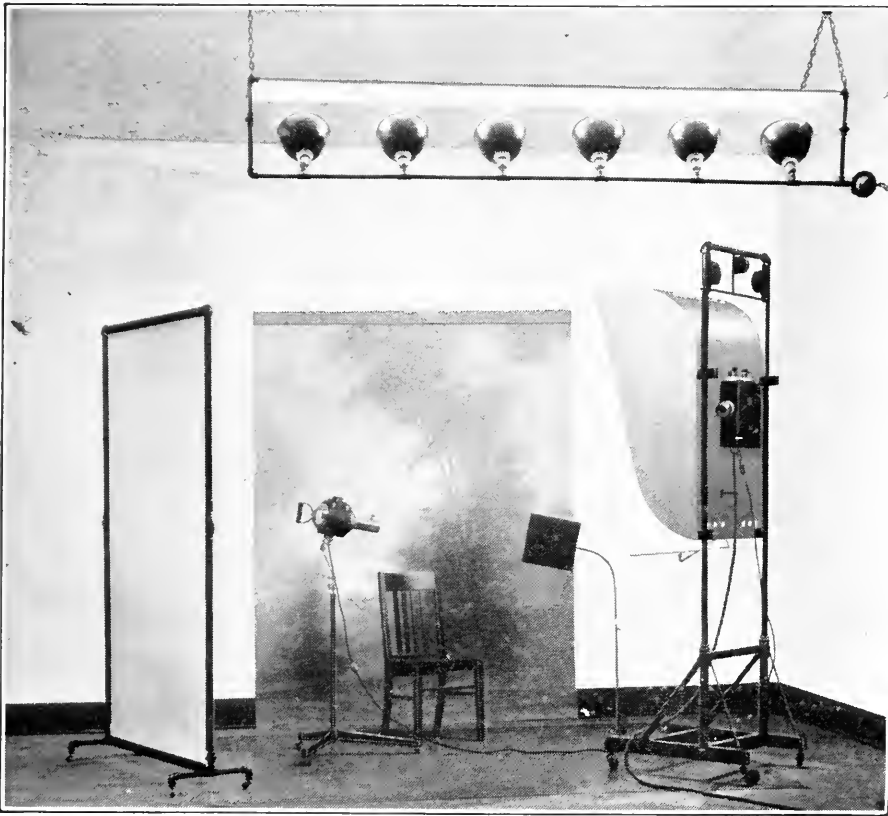
CHICAGO, ILL.

If you have a camera, printer or similar equipment for which you have no use, tell us about it. We will tell you frankly if it has any resale value, and if it has, will try to find someone who needs something like what you have.

You will find our service satisfactory and distinctly to your advantage.

To help our customers increase their sales of photo mailers, we again offer to supply free of charge, a useful display case which holds 84 mailers of assorted sizes. The photo mailers cost \$3.75 if purchased separately and a charge of \$2.00 is usually made for the display case. The case and 84 photo mailers will be shipped to you for \$3.75.

Halldorson Studio Lighting System



Concentrating Spotlamp, a marvelously handy, attractive, and efficient spotlamp, using 400-Watt T-20 Mazda globe.

Flexible Neck Head Screen, universally acclaimed as an indispensable studio convenience.

Electric Studio Lamp, the lamp that places a bank of four 1500-Watt Mazdas under the absolute control of the operator.

Overhead Light, a new and valuable member of the Halldorson lighting family, for use with groups.

THE ENTIRE SYSTEM WILL PAY FOR ITSELF IN THE ELECTRIC WIRING IT SAVES. WRITE TODAY FOR COMPLETE INFORMATION.

THE HALLDORSON COMPANY

4745 N. Western Avenue

CHICAGO



Always Alike—

HALOID RITO is Good to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
Hard—Medium
Brilliant Soft—Soft

Three Surfaces
Matte—Semi-Matte—Glossy

Two Weights
Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4	3.35
3.50	3 1/2 x 4	4.30
4.00	3 1/2 x 5 1/4	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
225 Fifth Ave.

BOSTON OFFICE
101 Tremont St. at Bromfield

CHICAGO OFFICE
68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
Los Angeles Agent, A. H. MUHL, 643 S. Olive Street



"JERRY'S" CORNER

By HIMSELF

At the August meeting of the California Photo grafters, a finansier told them how to make investments.

I didn't hear the talk, but our salesmen told me about it. Mr. Siller says he learned a lot from him and will be guided accordingly in the future.

I've been thinking it over. I knocked down fourty five (45) cents in carfare last week and I don't know if I should buy a oil well or a gold mine.

I asked if this man had told the ordinance how to get the money to invest. Derby says, "No, he thought his ordinance had the money." I says, "That shows how much he knows about photographers."

Gee whiz! I've just seen daylight. Lots of photographers owes us money and now I know why. There thrifty, they are. They save their money to by securities and bonds. Maybe there planning a Photographers Bank, like the engineers.

Just imagine. A bank like that would have at least one (1) branch in every city and town, because in every city and town theres a photographer what owes us money.

The bank would have more branches than the Bank of Italy.

Wolff says the speaker says a gilt edge bond is one that has gilt edges around it. If fotographers would use Seed 27 gilt edge plates they could get some dandy negatives to print gilt edge bonds for their bank.

Notes on the bank should be written on double weight paper because you generally have to wait longer than the time on the note.

After the bank is open, here's a way to bring in business.

Put out a coupon to read like this: This coupon when presented at the receiving tellers window with one dollar (\$1.00) will entitle the bearer to our special souvenir edition of a beautiful study in fish—done in oil.

Think how pleased your friends in the east will be, when you send them a autographed can of sardines. Sort of from one poor fish to another.

The bank aught to have a good spotter. A stock house man might try to put through a note for collection.

They wouldn't need a special department for trimming. The whole bank would take care of that.

The different departments of the bank should be fitted out like a studio. The receiving tellers installed in enlarging rooms and the paying tellers could be in reduction rooms. The loan department should be fitted out like a retouching booth. Then when a customer tried to make a touch, the guy in the cage couldn't see him.

Bootleggers business could be handled in a tank room.

Some photographer would come in and try to tell them how to run the bank (goodnight bank!) because he was a stockholder. Then the president could throw a waste basket at him and say heres your share, beat it.

Yours for better and safer banks

JERRY.

P. S. Next month I'll tell you how to make easy money.

--1927 Fall Style--

An Inslip Fold for High Grade Work



THE AVONDALE

The heavy weight Craftsman stock alone speaks value. All edges deckled. Design on insert is set in a bevel plate sunk. The cover has no ornamentation—the final touch of finish is a slightly beveled ruling around the edges. An added touch is the featherweight paper fly-leaf as a protection to the portrait.

Colors	Greystone and Neutraltone			
Sizes	4x6	5x7	6½x8½	8x10
Prices	\$11.00	13.50	17.50	21.00 per 100

This is one of those quiet rich styles that immediately conveys extra value. It will appeal to studios featuring the STAFFORD, TROPHY and other similar high grade styles.

Samples of both colors for twenty cents
SAMPLE OFFER F-W-37

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America

.. LISTED at the SERVICE DESK ..

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

FOR SALE

Fully equipped portrait and commercial studio, established 10 years, good business the year round. Living rooms completely furnished. Best location on Main street of popular seaside resort. Box 3129 THE FOCUS.

-:- -:- -:-

Fully equipped portrait and commercial studio established 10 years, good business the year around. Living rooms. Box 3129, THE FOCUS.

-:- -:- -:-

Bargain for cash. Desirable studio with living quarters completely furnished. Completely equipped for portrait, commercial, kodak finishing. Low rent. \$1,200 cash. Am retiring from business. Address Box 2144, THE FOCUS.

-:- -:- -:-

A fully equipped portrait and commercial studio is offered for sale in a sea side community. The studio has been established for ten years, enjoys good business and complete living quarters are included with the studio. Additional details from Box 2139, THE FOCUS.

-:- -:- -:-

Frequently we have a call for a studio in Southern California. Now we have one to offer, located in a flourishing city of 7,000. Both daylight and arc light are available and the studio is equipped for all branches of photography. Box 4142, THE FOCUS.

Here is a studio in the Southern part of California not far from the coast. Located in a city of 1,800 and equipped with an excellent north light. Portrait and commercial work are done and the equipment includes a Heliar lens and other modern apparatus. Box 2144, THE FOCUS.

-:- -:- -:-

A well established studio in a western Nevada city is offered for sale. Well known in the community, the city is a healthy place to live in and we will gladly give you additional details if you will write to Box 2125, THE FOCUS.

-:- -:- -:-

A strictly modern studio in a similarly modern building in southern Oregon town on Pacific Highway is offered. Owner's health requires his removal to Southern California and the studio will be sold with or without the well equipped art store that has been conducted with the studio. Here is a proposition of merit, and for additional information write to Box 2121, THE FOCUS.

-:- -:- -:-

WANTED

We know of a person who desires a finishing plant in Central California. Is not interested in portrait or commercial work. If you desire to sell, write to Box 2145, THE FOCUS.

PYRO

The Indispensable Developer

WHEN you want photographs of brilliancy and yet of soft tone value, Pyro is the only developer that will give you the the desired effect economically. You cannot get the same results day in and day out with other developer, nor can you get best effects with *any* kind of Pyro.

RESUBLIMED PYRO—

Mallinckrodt

is the true, permanent Pyro that stays snow white indefinitely. It contains no preservative and will develop more negatives than a like quantity of any other kind of Pyro.

CRYSTAL PYRO—

Mallinckrodt

Some photographers prefer it because it is less bulky. It is a clean, free-running product that makes a brilliantly clear solution.

If you have never used Mallinckrodt Pyro, send 15 cents for one ounce sample of either, or 25 cents for both.



MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

VACATION TRIP

(continued from page three)

trast in heat and cold. In the Devil's Kitchen there are springs of icy cold and boiling hot water issuing from the ground close together. There was a strong temptation to climb Mt. Lassen (9,000 ft.) but we did not feel that we could spare the full day's time required.

Leaving before noon, we reached Red Bluff about five o'clock and continued to our next stop, Crag View, near Duns-muir, which we reached after dark. The quiet restful character of this place so appealed to us that we stayed until the second day following.

Then a short trip to Medford, where, after calling on a number of old-time friends, we continued on to Crater Lake. The trip did not take as long as expected, so that we had time to make the rim road trip. This road was opened only the previous day, and is as yet in very poor condition, requiring very careful driving, owing to the presence of large stones, logs and patches of snow. Nevertheless the wonderful view of Crater Lake, with its ever-changing shades of blue makes the trip well worth-while.

From John Maben, the caretaker at Crater Lake Lodge, and the only man who winters there, we received a cordial welcome, and one of the most enjoyable features of our entire trip was the time spent in viewing the pictures and listening to the store of incidents during the long winter when he is snowed in. Mr. Maben is an enthusiastic and capable photographer, being equally at home with motion pictures or still views. His pictures of Crater Lake in winter, and his album of pictures of animal life range among the most marvelous we have seen.

Frank Patterson has an attractive booth at Crater Lake Lodge, where he has his famous pictures of Crater Lake on sale. The next day we returned to Yreka, via Klamath Falls. Miss Kleinhammer was away from her studio on that day, and we regret having been unable to see her.

All our friends agreed that the climax of the trip would be the Klamath River Road on which we had been promised a thrill in every mile. And how that promise was fulfilled? One hundred sixteen miles from Pacific Highway to Orleans, a complete day's run. Plenty of scenery, much of it straight down. Often the scenery is "gorge"ous. This is the country for the fisherman and the hunter. And here is a tip to the sportsman: Klamath Forest is not a game refuge, and it is easier to reach the Klamath River Country via Orick than any other way.

At that thriving town, Eureka, we found photography more in evidence than any town visited in the course of our trips for several years past and rather fully covering the country from Fresno to Southern Oregon. In Eureka the photographers have good locations, very prominent electric and other signs, attractive displays and good automobile advertising. Should any reader feel that his home town is ahead of Eureka, photographically speaking of course, the editor will be glad to publish his views.

Hartsook's, just south of Garberville, was our last stop. This very attractive resort is owned and operated by Fred Hartsook, the well known photographer, and is conducted in the same business-like manner as are his studios. There is splendid scenery, clean, comfortable rooms, and delicious meals. What more can one ask?

In the last stretch homeward, we would like to have stopped to inspect the attractive Bendore Studio, which we passed at Willits, and to chat with J. T. Nelson and others at Santa Rosa, likewise at Petaluma. It was dark when we arrived at Santa Rosa and most likely the studios would have been closed and on future trips we propose to cover less territory but to see it much more thoroughly. However, it was a delightful experience. Many new friendships were formed which will survive after recollection of the trip becomes hazy.

Things You Should Know---

In order to remove scratches from negatives. Sometimes a scratch will appear on the glass side of a negative directly over the face and it is necessary to remove it in order to use the negative. For this purpose obtain a little flour of emery—it **MUST** be flour of emery. Use alcohol to mix it to the consistency of thick paste. Then take a piece of flannel cloth and rub this over the scratch. In a very short time the scratch will disappear and leave the glass smooth.

To hold back shadows: Take a piece of putty, dip into dry India Red or Yellow Ochre and dab on the glass side of the negative. This will be found very useful in the printing room.

Making up new developing solution: It is very important to cleanse the Pyro bottle thoroughly before mixing up fresh Pyro. The mere rinsing of the bottle does not remove the oxidation of developer which remains stuck to the sides of the bottle. It can very easily be removed by taking one ounce of vinegar or Acetic Acid and $\frac{1}{2}$ ounce salt. Add a small quantity of water to give a little more volume. Some use an acid of greater strength but the above is quite satisfactory. Put in the bottle and shake thoroughly. This will soon cut the oxidized developer.

Precipitation may take place on the print or negative with a very alkaline developer, even when the fixing bath is clear, if no stop bath is used. This is due to the fact that precipitation occurs before the developer has time to diffuse away from the film. A rinse or stop bath in such a case is absolutely essential.

REMOVAL OF ALUMINUM SULPHITE STAIN

In view of the solubility of aluminum sulphite in caustic soda, or sodium carbonate, the scum is easily removed by bathing the film for a few minutes in a 5% solution of sodium carbonate and washing thoroughly. If the temperature is above 65 degrees F. it is advisable to harden the film for 2 or 3 minutes in a 3% solution of formalin and then wash before the above treatment.

THE PRINT PADDLE

Printers all agree that a print paddle is necessary in the hypo dish, and yet its use is a danger, for it always becomes soiled all over with hypo. This means a hand-wash every time the paddle is used. Save time and temper by fixing a "screw eye" in the ceiling over the hypo dish. From this a cord is hung with 12 inches of elastic inserted in the center of its length. Arrange for the paddle, or large wooden spoon, to hang six inches above the dish, and it is always clean and ready for use.

GROUP PICTURES

To many photographers the lighting of groups of every moderate size is a difficult problem owing to the inadequacy of their lighting facilities. In the lighting of groups, uniform and satisfactory lighting of the entire group is of major importance and individual members are not singled out for special modeling. The main studio lighting unit is moved back until fairly uniform illumination over the group is secured. For groups of 20 or more, better uniformity of illumination is obtained by using two main light sources. By this means, also, the time of exposure, which is more important than in the case of individuals, is kept within reasonable bounds. General room illumination supplied by the ceiling lighting equipment is particularly important in eliminating harsh effects and reducing the time of exposure.

· SEEN IN THE GROUND GLASS ·

The Moore & Clarke Studio, one of the best known and best located Studios in San Francisco was sold on September 19 to Miss Jane Elizabeth Edmundson by R. P. Whigham.

Miss Edmundson is well and favorably known in photographic circles, and her friends are congratulating her upon the success which they know will be hers.

Kathleen Dougan held an exhibition of her photographic studies of children recently in the new San Francisco Women's Building. The exhibit lasted till September 14, and attracted much attention.

Mr. and Mrs. W. H. Higgins of the Brock-Higgins Studio, Santa Barbara, recently celebrated their golden wedding anniversary in their home. Their seven sons and daughters and their children came from their homes in the east and various California points. There were twenty-one children and grand-children present at the luncheon.

Lothers & Young, San Francisco, illustration photographers, recently mailed another folder to their friends, showing a few types of the characters available for illustrating photographs. They certainly have a marvelous and complete list of people available.

Mr. and Mrs. Bicknell of the Rembrandt Studio, Stockton, recently enjoyed a sixteen-day visit at Santa Cruz.

When Mr. Bush called on Mr. Hammond, Porterville, the latter had just returned from an extensive tour of the Mt. Whitney region.

John L. Parker, Richmond, Calif., will move his studio in the city to a building

he recently purchased at 1920 MacDonald Avenue, where he has installed all new equipment.

Photographers of Ventura, Calif., got together on August 26th and organized the Ventura Photographers' Association. Marvin Niles was elected president; Dorothy Olivas, secretary; Leslie White, handling publicity.

Miss Ruby Gasberg charming daughter of Mr. and Mrs. J. C. Gasberg, San Rafael, is touring Central and South American with Beatriz Michelena well known stage and motion picture star.

Mrs. H. H. Hickok, located for some time at Colusa, called on us while visiting in San Francisco.

J. B. Rea, of Monte Rio, is kept so busy during the summer he is unable to come to San Francisco. Recently, at the close of the season, he made the trip and was badly shaken in a street car accident. That's no way to greet visitors.

A. W. Swanlund, of the Holmes Studio, Eureka, was ill for quite a while. Since his recovery he has installed one of the new Beatie Maximin Floodlights.

W. H. Dingman of Ventura closed his studio during the convention at Los Angeles. You can't keep a good man away.

Charles W. Purcell has purchased the DeGaston Studio in San Francisco.

H. M. Seron has opened his new studio in the Haberfelde Building, Bakersfield. It is one of the most original and attractive in the state, and includes a roof garden.



Advanced Memo Camera Equipment Now Available

Memo Camera, focusing model, with Bausch & Lomb 5:3.5 Anastigmat, \$40.

Memo Camera, focusing model, with Bausch & Lomb F:6.3 Anastigmat, \$30.

Memo Camera, fixed focus, with Bausch & Lomb F:6.3 Anastigmat, \$25.

Memo Positive Film Printer, for making projection rolls on positive motion-picture film from Memo negatives, \$30.

Memo Coper, for using the Memo Camera to copy drawings, sketches, photographs, etc., to make negatives for printing projection rolls with Memo Positive Film Printer, \$15.

Memo Enlarging Printer, for making $2\frac{1}{4} \times 3\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$ prints from Memo Camera negatives on Noko Paper, etc. (Bromide and other enlarging paper not needed), \$75.

Regular nationally advertised Memo Camera, fixed focus, F:6.3 Anastigmat, \$20. Memo Film, 50-exposure cartridge, 50c.

All camera prices above include soft suede case. Black sole-leather holster case for belt, \$3.00 extra.

Memo booklet (48 pages) and information on any point of special interest on request.

For sale by **HIRSCH & KAYE**

ANSCO PRODUCTS, Inc., BINGHAMTON, N. Y.

San Francisco, 554 Mission Street

THE BARGAIN COUNTER

JUST IN TIME FOR THE HOLIDAYS

Here is a dandy outfit for a home portrait man who may want to make pictures of various sizes. We have an 8x10 Criterion View Camera which is supplied with extra 5x7 and 6½x8½ backs. Two extra lens boards are included as well as a plate holder of each size. This outfit is a bargain at \$35.00.

If you are situated so that you can sell metal tripods for hand cameras, we have an attractive offer you ought to know about. Write for price on Barre Special Tripods.

A few bargains in Steel Enamel Trays are offered. The trays are slightly chipped or imperfect, but good for a long period of service.

19 x 23	-	-	-	\$ 8.40 each
20 x 24	-	-	-	9.90 "
23 x 28	-	-	-	10.85 "

The first used Duplex Jr. Twin Arc Lamp we have ever listed is offered this month. Requires no special wiring and is extremely portable. Price \$45.00

Here's another light that requires no special wiring. We have a used Beattie Floodlite, good for small groups. In good order. Price \$57.50

A good home made enlarger to enlarge from 8 x 10 negatives can be made with this 19E Parallex Reflector. Looks like new. Price \$27.50

Here's a reliable open flash lamp that was very popular recently. It's a Nichols Portable Portrait Flash Lamp, with stand. Ignition supplied by a flame from an alcohol lamp blown into powder by pressure of bulb. Price \$5.00

A 5 x 7 used Eastman View Camera is listed, case and one plate holder supplied. Price \$35.00.

To clear our stock of odd grades of plates, we offer very attractive prices on certain brands. If interested in plates at bargain prices, write for our list.

Some one will want this used 8 x 10 Eastman View Camera. Looks like new, and supplied with case and film holder. Price \$47.50

Here's an inexpensive, but good spotlight. It's a Beattie with 400 Watt Lamp, and collapsible stand. Price \$25.00

By special arrangement with the factory, we are able to offer new Seneca View Cameras complete with films or plateholder and case at prices no higher than you would pay for used cameras. A limited supply on hand, so order promptly. 5 x 7, \$35.00; 8 x 10, \$40.00.

We have two motor-driven Print Washers of exceedingly fine construction. The cost of construction put the original manufacturers out of business, but we have two left at bargain price. They are almost as large as the well known Pako Washer, but are without base. Price is \$35.00 including waterproof motor.

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

1109 MARKET STREET
SAN FRANCISCO

Room 208 - - Phone Park 7167

**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film.**

Highest Prices Paid

P. H. KANTRO

PORTAGE, WIS.

For Expert Retouching

Reasonable Prices and
Prompt Service
Send your orders to—

L. GOSSER

Phone Pacific 6228 -:- San Francisco, Calif.

—Coloring—

Water or transparent oils
Landscape or Portraits

Satisfaction guaranteed

MAUDE COREY

2916 Steiner St.
Telephone West 5285

San Francisco, Calif.

**Retouching - Etching
Backgrounds**

SATISFACTION GUARANTEED

BEULAH E. ROSS

724 Farrington Lane

BURLINGAME, CALIF.

YOU HAVE

A SILVER MINE

Operate it without labor, odor, or
inconvenience, with

Kan-Rite

The modern Hypo House or
1000 Per cent PROFIT
at your supply house or

Kantro-Gunnell Refining Co.

Portage, Wis.

**When in doubt where to get
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Retouching for the Profession

Prompt and careful service

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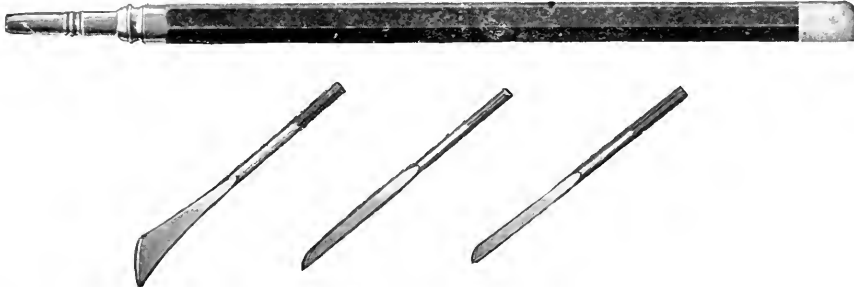
4231 Gilbert St., Oakland, Calif.

Faber Lead Holder



Many retouchers prefer the Faber Lead Holder as it does away with cutting the wood around the lead. Instantly provides any length of lead desired. *Includes one lead of any grade desired.* Price 40c each.

The Sultan Etcher



These Etchers have from a needle point to any cutting surface required for removing excessive high lights, etching in backgrounds and remodeling draperies. Made from best English steel, tempered and ground.

Price, complete, with three blades\$1.25
Blades, extra, each35

CENTURY PENCILS

The Century Negative Pencil is made especially for working on film surfaces, for sketching in backgrounds on the glass side of negatives; also for labeling solution bottles, trays, etc.

The Century Photo and Century Sepia Spotting Pencils for spotting large photographs are far more satisfactory than the old method of requiring India ink or moist color.

Century Negative Pencil, per box of 1 dozen, \$1.60; Century Photo Spotting Pencil, per box of 1 dozen, \$1.60; Century Sepia Spotting Pencil, per box of 1 dozen, \$1.60.

PUTZ-POMADE

For reducing negatives by friction and for finishing etched negatives. 60 cents a tin.

WOLFF CARBON PENCILS

These pencils leave a dead black mark without lustre. An ideal medium for spotting black and white prints. In five degrees—H, HH, B, BB, and HB, 20 cents each, or \$2.00 a dozen.

RELIABLE RETOUCHING SOLUTIONS

Eastman Retouching Fluid—
Per 1 oz.\$.25
Hammer Retouching Varnish—
Per 8 oz.35
Hammer Retouching Varnish—
Per 16 oz.60
Johnson (Imported) Fluid—
Per bottle, 1 oz.30
Per bottle, 2 oz.50
Ringer's Retouching Solution—
Per bottle50

RINGER'S READY REDUCER

For local reduction, per bottle\$.50

RETOUCHING OR MAGNIFYING GLASSES

These lenses are double convex, of white glass and accurately ground to suitable foci for easy handling, and are securely encased in a nickel rim with a handle of deep ebonized wood. 2½-in., \$2.75; 3-in., \$3.25; 3½-in., \$3.75; 4-in., \$4.50.

LIBERTY BONDS WILL RELEASE BILLION DOLLARS FOR FALL TRADE

On November 15, the Second Liberty Loan bonds will be redeemed by the United States Treasury. Statistics, dry but extremely interesting, show that the majority of the outstanding bonds are still in the hands of small investors who are inexperienced in re-investment. No doubt, many people will prefer cash settlement, and pending their decision with reference to re-investment of their money, will spend all or part of it.

The redemption of the Second Liberty Loan next month, involving the shift of one and a half billion dollars from government to other securities means the dribbling out for the most part, of minute sums to people scattered throughout the nation. Business in general will benefit. By energetic methods, the photographic profession can obtain its share. At least, it's worth while trying.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

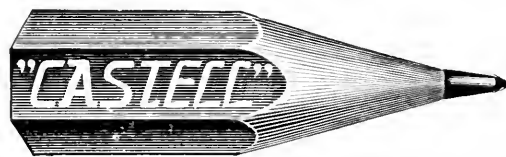
Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

When Retouching use *A. W. FABER'S*



THE FINEST PENCIL MADE

17 degrees of hardness

6 degrees for positive

1 degree sepia

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--For--

Home Portraiture and Home Movies

"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street

NEW YORK, N. Y.

Most photographers will remember Dr. Arnold Genthe as, at one time, California's foremost photographer. Dr. Genthe, now located in New York City, was a recent visitor and in an address to the California Camera Club, expressed a thought that we predict will some day be adopted.

Dr. Genthe pointed out that there are a large number of pupils in the schools who are not manually dexterous, and to whom the compulsory lessons in drawing are really torture, and to whom these lessons do more harm than good.

Of course, dexterity of a kind can, in some cases, be developed by much training, but in most instances a thing so taught never really becomes a natural means of expression.

Dr. Genthe believes, and many of those who heard him agree, that it would be far better to teach such pupils other means of expression, such as, for instance, photography.

Photography does develop one's ideas of beauty, does give one a better appreciation of not only beautiful things but of the little things which combine to form objects of beauty, does train one's mentality, as the proper use of a camera requires intelligence and gives to those who would never have any other means a way to express themselves.

Have you ever stopped to realize that photography in its several branches today ranks among the largest industries? And yet, hardly any of the colleges teach it.

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Sensitized Photographic Products

FOR PERFECT PICTURES

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The BARRE ETCHING KNIFE



A perfect tool for working on negatives. It is correct in size and shape. Useful for working in backgrounds, remodeling draperies, removing high lights, etc.

The BARRE ETCHING KNIFE is made of the finest tool steel, and is carefully ground and tempered.

Price \$1.00

BARRE RETOUCH- ING LENS HOLDER



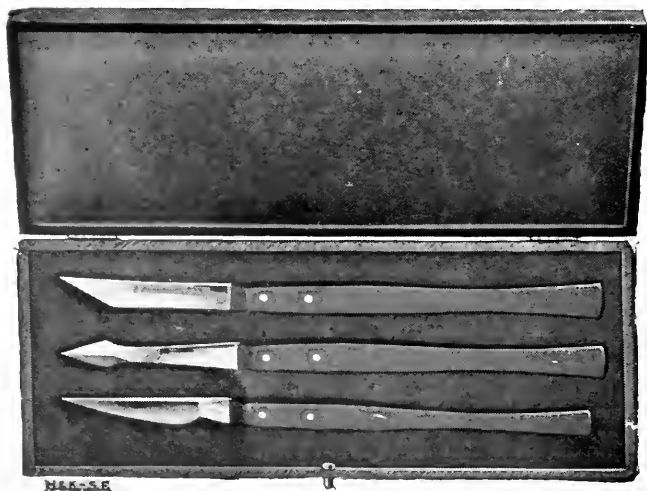
With the Barre Retouching Lens Support, you can adjust the retouching glass readily and hold it firmly in any desired position.

It leaves both hands free and is, therefore, the most useful device of its kind on the market. All metal construction—strong and durable. You need it.

Price \$3.00

When you need one, you'll want it in a hurry. Order today.
for sale by HIRSCH & KAYE

The Damascus Etching Set



This set, which consists of three knives, is designed for every phase of etching, from the finest hair lines to the broadest sketchy effects.

The knives are contained in a substantial cloth-lined case. They are made of the very finest steel, tempered to exactly the right degree of hardness, carefully ground and edged; they have ebonized wood handles.

Price \$2.25

for sale by HIRSCH & KAYE

Velour Black

For portrait quality in prints by projection
Sepia or Black Tones



The every-growing popularity of Velour Black is built on a firm foundation of adaptability to modern photography.



Velour Black has contact quality in full measure. It is remarkable for ease in handling and freedom from the disadvantages associated with a fast printing paper.



Compare the Velour Black print with one made by contact from the same negative—that is the real test.



Now made in fifteen grades including Buff or White Silk, Veltex and the new Buff Rough and White Rough.



(Contrast Velour Black is supplied in Glossy
Semi-Matt and Matt)

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DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER



Negatives of the finest possible printing quality are produced with a pyro developer. Eastman Crystal Pyro is the purest and most convenient form of this developing agent. It is one of the many Eastman Tested Chemicals, made in Eastman Laboratories specially for photographic use. You can be sure of results when you use these chemicals.

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ROCHESTER, N. Y.

All dealers'

THE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. 3

November, 1927

No. 11



Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

DEC -G 327

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Portrait Film

Matt & Clear



Is easy to get acquainted with.



If you have not already received the special dozen and
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THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume III

NOVEMBER, 1927

Number 11

: IN THE PROFESSION :

VENTURA



Introducing Leslie T. White, whose studio is located in Ventura. Born in Ottawa, Canada, in May, 1903, he was the favorite nephew of an admiring aunt.

When he was 10 years old, she gave him the price of a Brownie Camera and decided his future. Photography became his hobby and as he says, he's been good for nothing (else) ever since.

The following year he came to the states. Finished school at fifteen, and tried machine designing. His travels took him to Canada at a time of rumors of war with Turkey. He enlisted in the Cameron Highlanders. The war collapsed and the "ladies from Hell" had nothing to do.

The woods of Northern Quebec called him but lack of sunshine interfered with his picture taking. Ultimately he arrived in California.

Range riding was tried next, but instead of riding his horse, the horse rode him. Six months in the hospital gave him time to change his mind. Then he studied professional photography for a year during which time he became a Deputy Sheriff of Ventura County.

On October 9, 1926, he decided to open a studio of his own. One of his first customers was a beautiful girl, the belle of Ventura. Four months ago, he married her.

Your House of Happiness

by B. Y. WILLIAMS

*Take what God gives, O heart of mine,
And build your house of happiness.
Perchance some have been given more;
But many have been given less.*

*The treasure lying at your feet,
Whose value you but faintly guess,
Another builder, looking on,
Would barter heaven to possess.*

*Have you found work that you can do?
Is there a heart that loves you best?
Is there a spot somewhere called home
Where, spent and worn, your soul may
rest?*

*A friendly tree? A book? A song?
A dog that loves your hand's caress?
A store of health to meet life's needs?
Oh, build your house of happiness!*

*Trust not to-morrow's dawn to bring
The dreamed-of joy for which you
wait;*

*You have enough of pleasant things
To house your soul in goodly state;
To-morrow Time's relentless stream
May bear what now you have away;
Take what God gives, O heart, and build
Your house of happiness to-day!*

-:- -:-

*It's pretty hard to prove that the fellow
who's intelligent enough to be happy
isn't intelligent enough.*



The Ideal Combination in a Lens



The Studio photographer who is striving for efficiency will welcome the Varium—a lens that gives softness without blur for portraiture—clear definition with sharp detail for group work—and the long focus needed for true perspective and good drawing.

V A R I U M f3.5—f4

The Modern Lens for Modern Needs

A trial will convince you

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

USEFUL GIFTS

Every photographer should read all the magazines he can that pertain to his profession. The cost is a trifle, compared with the pleasure and education derived. Consider these—

Abel's Photographic Weekly

-----\$2.50 per year

Camera Craft (Monthly) \$2.00 per year

Commercial Photographer (Monthly)

-----\$2.00 per year

Subscribe for yourself and your employees. It will pay big returns. Sample copies cheerfully sent on request.

--:-- --:--

Useful slogans for your holiday displays—

12 pictures will make 12 desirable gifts.

--:-- --:--

Your friends can buy anything you give them except your photograph.

--:-- --:--

If you have friends they should have your photograph.

--:-- --:--

More personal even than the letter which accompanies it, is the gift of your portrait.

--:-- --:--

Should not the milestones of life be recorded in a more permanent form than mere memory?

--:-- --:--

Childhood pictures are priceless when the kiddies grow up.

--:-- --:--

In those industries in which mercury is used, the health of employees is frequently endangered by the presence of mercury in the air.

Scientists in the General Electric Co. laboratories have invented an instrument to register the presence of as little as one part of mercury in 20,000,000 parts of atmosphere. Before the poison is detected by symptoms of illness in drooping employees, a coating of yellow sulphide on a string of paper gives the signal by turning black (the result of contact between selenium sulphide and mercury).

The degree of blackness is photographed by shining a light through the strip of yellow sulphide. If the sulphide has turned dark, less light will penetrate; if black, no light will penetrate. This is recorded on an ammeter legible to every eye.

--:-- --:--

OUR SALESMEN THANK YOU

It is a source of gratification to both our salesmen and ourselves when our customers tell us they are holding an order for the arrival of our salesmen, or when they send in an order with the request that Mr. So and So be given credit. We like it, as it indicates the most friendly feeling between our customers and ourselves.

But our salesmen are too loyal to their customers to ask them to take the risk of running low on supplies, just to get credit for the sale. When an order comes in from any of the friends on whom they call, it is just as gratifying to our salesmen as though they had personally received it.

If our readers could see how our outside men look over the daily mail when they are in town, to see who has remembered them, or if you could see the salesmen offer to fill and pack orders, you would realize how much every order sent in means to them.

If you have a favorite salesman, mention his name on your order and make him feel good.

--:-- --:--

Many photographers have acquired remarkable skill in creating attractive and appropriate settings for small commercial subjects such as jewelry, toilet articles, and small articles of wearing apparel. Highlights, shadows, and contrasts play an unusually important part in the modeling of these subjects, and light may be used to emphasize a certain object in a display. By rubbing putty over silverware, bright reflections can be eliminated; with silver pitchers, vases, and the like, the same result can be obtained by filling them with ice water.

Plenty of Silver ~on~ Hammer Plates

With shortest exposure HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity, and Brilliancy are their chief characteristics.



Hammer's Booklet, 10th edition, mailed on request

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159 West 22nd Street, - - New York City

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at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

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Needle sharpness for copying or softness for modern rendering at a turn of the wrist.

It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL CO.
SOUTH BEND :: INDIANA

AND WE LIKE THESE



"This is a beautiful morning, one of the very perfect fall mornings, and yesterday one of our Boys came home and with the Good Wife and our boy, we spent our Sunday in the Redwoods, so this morning all is well with me, and then our morning mail brings a delightful letter from you.

"Now there is, or I try to think there is, no personal vanity in the good feeling that such a letter makes within, but there is a very great satisfaction in knowing that after something more than twenty years of dealing with a firm, for it is that long ago that I sent my first order to the now firm of Hirsch & Kaye, such very nice letters can be received.

"There are some nice things that cannot be bought in the markets, and the satisfaction that for so long a time, we have kept the Faith at this end of the line, is to me ample reward for many worries, and for many tasks that otherwise might be called unpleasant.

"You may rest assured that there is a very warm spot in our feelings, for you and your firm.

"I thank you for the trouble you took in sending out the work you wrote about, and for the many other kindnesses that you have done for us." C. C. G.

-- --

"I have never dealt with a firm that has given me more complete satisfaction and courteous treatment than you have. Should I ever return to the West I will assuredly go to you for all my photo supplies." M. B. W.

-- --

"I would cry if my Ma would not let me read THE FOCUS." J. C. G.

"I do wish you to know I very much appreciate your many courtesies while I was there and that the Hirsch & Kaye name, as well their splendid assistants, Mr. Dolan, Mr. Magnus, and Mr. Bush, with always be recommended as one of the first firms it has ever been our pleasure to have business associations with." MRS. H. L. J.

-- --

"I thank you for the continued enjoyment of your very interesting FOCUS. Before you realize it will develop into a very useful and worthwhile MAGAZINE." W. E. Z.

-- --

"I am in receipt of your letter, concerning amount of charges on camera shipment and enclosing check to the amount of \$8.00 covering cable charge erroneously made by the American Express Company.

I wish to sincerely thank you for your particular attention to this matter on my behalf. It is such attitude as this shown by you by that strengthens the growing public opinion that "business" in general is becoming more and more just and human." C. W. E.

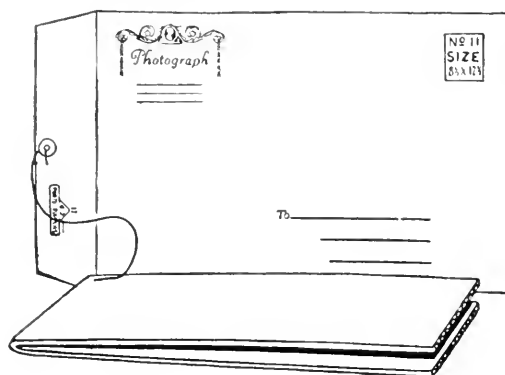
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"THE FOCUS is the best house organ coming to this Studio.

"We always have something to look forward to." G. E. D.

-- --

"We are pleased to say to you that all of our associations with your firm have been most pleasant and the writer remembers with much pleasure the interest which you took in our work and the kind advice you gave us." B. X. T.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7⅝
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12⅜
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11⅝
*No. 11	8⅜ x 12½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

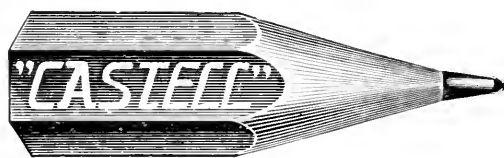
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SIZES for any need!

PRICES none can meet!

Prompt Shipments!

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THE FINEST PENCIL MADE

17 degrees of hardness

6 degrees for positive

1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

--For--

Home Portraiture and Home Movies

"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street

NEW YORK, N. Y.

HIKING BREECHES IDEAL DARK ROOM; FILMS ARE SAVED

Ralph O. Yardley, whose cartoons amuse readers of the *Stockton Record* is a resourceful photographer. Recently he went on a hike in the mountains with a friend and at the end of the first day realized he had not brought the slide for his Graflex magazine.

Various ideas were suggested as to the removal of the magazine without spoiling the film. All were rejected till Mr. Yardley exclaimed, "I have it—those pants of yours are black and closely woven. Remove them and I'll use them for a dark room."

"Wouldn't my shirt do, and what's the matter with your pants?" asked his surprised companion.

"Your shirt is white and my pants are grey." And so—the improvised dark room saved the day. These are bare facts. The films were saved.

-- --

A Scotchman who had not had his picture taken for many years, was persuaded to visit a studio for a sitting. Shown several styles and poses, he insisted on only a profile from the right side. "Why don't you try a front view?" asked the photographer. "Because only one side of my suit is pressed," was the answer.

-- --

"PHOTOGRAPHIC" AND "DAY-LIGHT" LAMPS

Sometimes it is not understood that there is a difference between the so-called "Daylight" lamp and the Photographic Blue lamp. The "Daylight" lamp is designed for other purposes and its bulb is a much lighter shade of blue, not adapted to photographic work.

Photographers are cautioned to observe this distinction and specify Mazda Photographic Blue lamps—not just "blue lamps."

NEW EQUIPMENT ANNOUNCED A NEW DIFFUSER

Photographers who use an open Arc or Mazda lighting unit will be interested in a new spun glass diffuser announced by the manufacturers of the well known Duplex Jr. Arc Lamp.

Spun glass cannot be distorted by heat, though it will melt in the flame. For this reason, with reasonable care, a diffusion screen should last for an indefinite period.

It is furnished in the following sizes:

13x13

12 $\frac{3}{4}$ x20 $\frac{1}{4}$

15x26

12x14 $\frac{1}{2}$

The price is \$1.70 per square foot.

Refillable frames in the above mentioned sizes can be supplied at \$5.00 each.

-- --

The well known B & L Border Tinting Projection Printer will soon be announced in a new model, especially designed for photo finishers. The new model will enlarge to 7 diameters of the negative and will print a tinted border at the same time. Copying can be done as heretofore.

An improvement in the 8x10 size is also announced. The new 8x10 will reduce an 8x10 negative to 2 1 $\frac{1}{16}$ x 2 $\frac{3}{4}$, smaller negatives in proportion.

Hirsch & Kaye will have these in stock as soon as obtainable. If interested in either model let us know so we can send you descriptive reading matter and notify you on arrival of the printers.

-- --

In studios where a quantity of proofing is done there is need of a reliable proofing machine, such as is now announced. The outfit comes complete with a high-powered arc lamp and will take care of any quantity you may desire to make.

Descriptive circulars gladly sent on request.



Always Alike—
HALOID RITO is Good
 to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
 Hard—Medium
 Brilliant Soft—Soft

Three Surfaces
 Matte—Semi-Matte—Glossy

Two Weights
 Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4 1/2	3.35
3.50	3 1/2 x 4 1/2	4.30
4.00	3 1/2 x 5 1/2	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

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 Los Angeles Agent, A. H. MUHL, 643 S. Olive Street

CLEANING TRAYS

Trays used for "hypo" should not be put to other photographic purposes, even after cleaning, as any print treated therein is liable to be stained. Trays used for developing and toning soon become dirty, particularly when the developer oxidizes quickly, as pyro, for example. All trays should be cleaned frequently, but those made of porcelain appear to require the most cleaning. There are two kinds of stains, those which appear on the surface of the glaze and those which find their way under the glaze into the very substance of the tray, from which it is almost impossible to remove them. A solution of hydrochloric acid will remove most surface stains without damaging the tray, the method being to pour water into the tray and add hydrochloric acid until the solution is strong enough. Salt will do equally well and is cheaper. An old tooth-brush, or a cloth tied to a stick, may be used for the corners, it not being advisable to use the fingers. Fresh stains will not need to be rubbed. For obstinate stains, mix together 3 oz. of pearlash, 4 oz. of quicklime, and 1 pint of water, stir up and place in the stained dishes; allow to remain for one hour, pour out, rinse with very dilute hydrochloric acid in order to destroy the last traces of the pearlash and lime, and finally wash well. However, spirit of salt is more generally used, and it makes dishes chemically clean enough, even if it does not entirely eliminate the stains.

To remove slight stains from fragile dishes, rub damp salt on them with a piece of flannel, or rinse with very dilute hydrochloric acid and then rub with salt.

THE RUSH ORDER

Now is the time of year when it pays to look your order over very carefully before it is sent to us. It may be clear to you—you know what you want—but will it be clear to the order clerk?

A few extra minutes spent in checking the order for clarity and legibility

may mean hours or even days difference in arrival of goods.

Haste and Waste often go together and somebody pays for the Waste.

PHOTOGRAPHIC BOOKS AND PUBLICATIONS

For your convenience we keep an up-to-date and most complete stock of books on photographic and kindred subjects. We take pride in maintaining an unusually large assortment.

Here you will find every photographic book or publication not out of print or obsolete. We have on our shelves more than 350 titles, and new volumes are added to our stock as they are announced by the publishers.

Let us know the particular subject in which you are interested, and we shall be glad to submit a list of books pertaining to it. We supply all the photographic year books, and we solicit subscriptions to all photographic publications.

-- --

Occasionally you may be called upon to make enlarged transparencies or pictures in which absence of grain is essential. Here are two formulae that are recommended for work of this nature.

Potassium Metabisulphite 2 oz., 384 grains Potassium Hydroxide. (Caustic Potash) 2 oz. 384 grains, Glycine 922 grains, Water 16 ounces.

Mix in the order named and use one part of developer to 25 parts of water.

The other formula is Parapheneylenediamine 77 grains, Sodium Sulphite 460 grains, water 16 ounces.

The chemicals mentioned can be obtained from Hirsch & Kaye.

DEFENDER SILK

Here is a paper so novel, so rich and so alluring that it compels business wherever shown.

Your choice Christmas negatives will have a special appeal if printed on Silk. Supplied in Buff or White; PROFESSIONAL DEFENDER for contact, VELOUR BLACK for projection.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

For the past three years or more a studio has been successfully conducted on the principal street of an attractive residential part of Oakland. Ill health causes the owner to seek another location. In addition to portraits a fair amount of commercial work is handled and a great deal more can be obtained by aggressive follow-up. Investigate. Box 2143, THE FOCUS.

-- -- --

In Turlock there is an art store and studio that are too much for the present owner to handle. He will sell the studio part of his well-established business retaining the art store, and incidentally give the owner of the studio the benefit of his contact and popularity with the people of the community. The studio does portrait, finishing, and commercial work. Box 2109, THE FOCUS.

-- -- --

Further South is an attractive studio that is worth serious consideration, located at the gate way to Yosemite Valley in a town that is quite prosperous. For additional information write to Box 2124, THE FOCUS.

-- -- --

Here is a studio that has found a way to beat high rental. A completely, equipped studio on wheels has successfully toured California for several years and has made a reputation. Just drive up to a good location and with practically no rent stay as long as you want to. Electric lighting equipment and complete dark room are provided. Box 2120, THE FOCUS.

Reno is a good photographic town. One of the old-timers wishes to sell his studio, and will tell you more about it through Box 2125, THE FOCUS.

-- -- --

How about this art and stationery store, run in conjunction with photo Studio in southern Oregon town? You ought to know more about this. Write to Box 2121, THE FOCUS.

-- -- --

To a person desiring to locate in a larger community we offer a location in Stockton. This studio has confined itself to portrait work and copying. Large windows provide an excellent north light and a flash cabinet is installed. The lenses are high speed and good quality. No coupons issued. Box 2122, THE FOCUS.

-- -- --

In the southern part of California, along the coast, we list another studio. Portrait and commercial work keep this studio busy practically all year. An excellent sky-light is installed and living quarters are available. A number 6 Heliar Lens is on the camera. Box 2144, THE FOCUS.

-- -- --

Scenic studio in Oregon is listed for sale. Large assortment of unusual negatives on hand. Now doing capacity business all year. Box 2151, THE FOCUS.

INFORMATION WANTED

The "Service Desk" desires the address of C. R. Mandeville, formerly of San Mateo. The address will be appreciated.

After a man reaches 40 he should forget how old he is and up to the time he is 40 he should forget how young he is.

I know men of 70 who are doing more work every day than most men of 40 dare to undertake. And I know men of 30 who are assuming responsibilities that would cause the average board of directors to lie awake nights.

Age generally denotes experience, but that's about all.

The positive quality that is usually associated with youth, as against age, is enthusiasm. Enthusiasm is founded in bodily and mental vigor which is conditioned on health.

Ill health is no longer regarded as a necessary companion of old age, so there is no dead line on enthusiasm.

The trouble with birthdays is that they remind us of our youth or our old age, and thus prevent us from undertaking tasks and assuming responsibilities that are rightfully ours.

The salesman of 22 need not wait until he is 50—until he aspires to the salesmanship.

Let him forget how young he is. The job might as well be his at 35 as at 50.

Let's ignore our birthdays and see if the years will not ride more lightly.
—William Feather.

WHAT AMERICANS DO WITH MONEY

Expenditures for luxuries and necessities by the average American were compiled recently by the American Academy of Political and Social Science. A contrast is shown in the result:

<i>Luxuries</i>		<i>Necessities</i>	
Diamonds	\$2.58	Books	\$1.10
Soft drinks	4.15	Dentifrice22
Firearms51	Pens18
"Luxurious service"	28.00	Music	2.20
Jewelry	5.00	Artists' work20
Ice cream	3.00	Professors' salaries08
Luxurious food	45.00	Public schools	10.00
Perfumery, etc.	9.00	Mirrors30
Soaps	3.75	Eggs90
Coffins65	Health service11
Patent medicines	2.10	Men's clothing	55.00
Cake	3.20	Toys45
Theater	8.15	Shirts	1.85
Automobiles	21.00	Watches32
Candy	11.00	Meats	41.00
Total	\$147.09	Total	\$113.91

Notice that more money is spent for mirrors than for artists' work. Likewise, three times as much is spent for coffins as for pictures. Perhaps that's because Photographs Live Forever.

Easy to Weigh Quick to Dissolve

HUNDREDS of letters have expressed this satisfaction. Such comments give you an idea of the advantages you will enjoy from the use of our Alum Potassium Photo and Alum Chrome Potassium Photo. They are guaranteed, free-running salts which —

1. *Pour easily and evenly. When you want to use a little, no time is lost by having to stop and break up lumps to make them dissolve quickly.*
2. *Dissolve clearly—no filtering is necessary. As several photographers have commented, "The solutions made with Mallinckrodt Alums look good enough to drink. You know they are pure when they dissolve so clearly."*

Order a trial supply from your stock house and see for yourself how fine they are.



MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis • Montreal • Philadelphia • New York

There Are Five Reasons!

why you should adopt the BORDERTINTING PROJECTION PRINTER

1. Because it is the only known method where-by the picture and border can be printed in one operation.
2. Will enlarge, reduce, copy, make lantern slides or print opals.
3. The cam is cut to suit the focus of the lens, and is sharp at every point on the indicator.
4. Equipped with Cooper-Hewitt light there is no heat to affect the negative.
5. Only requires two movements to operate the Printer.

5x7	-	-	-	\$ 225.00
8x10	-	-	-	\$ 350.00

without lamps

The B. & L. Manufacturing Co.

1702-1706 Light St.

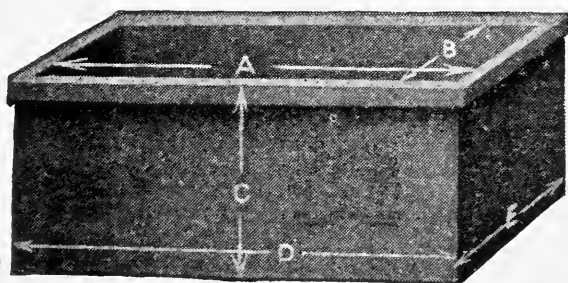
Baltimore, Maryland

One Piece, Leak-Proof, Trouble-Proof and Everlasting Hypo Vats

Permanent, incorrodible and everlasting; will not chip or peal; built in ONE-PIECE, without joints. Rounded corners make cleaning easy.

Made of guaranteed acid-proof chemical stoneware. Each vat is unqualifiedly guaranteed to be acid, alkali, and corrosion proof *with or without the glaze.*

Write for new Bulletin No. 104
on Vats, Tanks, Trays, etc.



THE U. S. STONEWARE CO.

Works (since 1865): Akron, Ohio

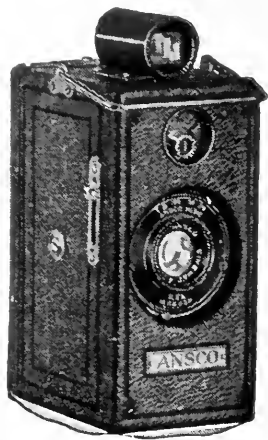
New York Office: 52 Church St.

SIZE	DIMENSIONS	PRICE
SIZE A	14" x 18" x 6" deep	\$16.00
SIZE B	20" x 24" x 6" deep	23.00
SIZE C	24" x 36" x 6" deep	36.00
SIZE D	24" x 30" x 8" deep	37.00

Carried in Stock by Hirsch & Kaye

U. S. STONEWARE

ACID PROOF



Advanced Memo Camera Equipment Now Available

Memo Camera, focusing model, with Bausch & Lomb 5:3.5 Anastigmat, \$40.

Memo Camera, focusing model, with Bausch & Lomb F:6.3 Anastigmat, \$30.

Memo Camera, fixed focus, with Bausch & Lomb F:6.3 Anastigmat, \$25.

Memo Positive Film Printer, for making projection rolls on positive motion-picture film from Memo negatives, \$30.

Memo Copyer, for using the Memo Camera to copy drawings, sketches, photographs, etc., to make negatives for printing projection rolls with Memo Positive Film Printer, \$15.

Memo Enlarging Printer, for making $2\frac{1}{4} \times 3\frac{1}{4}$ and $3\frac{1}{4} \times 4\frac{1}{4}$ prints from Memo Camera negatives on Noko Paper, etc. (Bromide and other enlarging paper not needed), \$75.

Regular nationally advertised Memo Camera, fixed focus, F:6.3 Anastigmat, \$20. Memo Film, 50-exposure cartridge, 50c.

All camera prices above include soft suede case. Black sole-leather holster case for belt, \$3.00 extra.

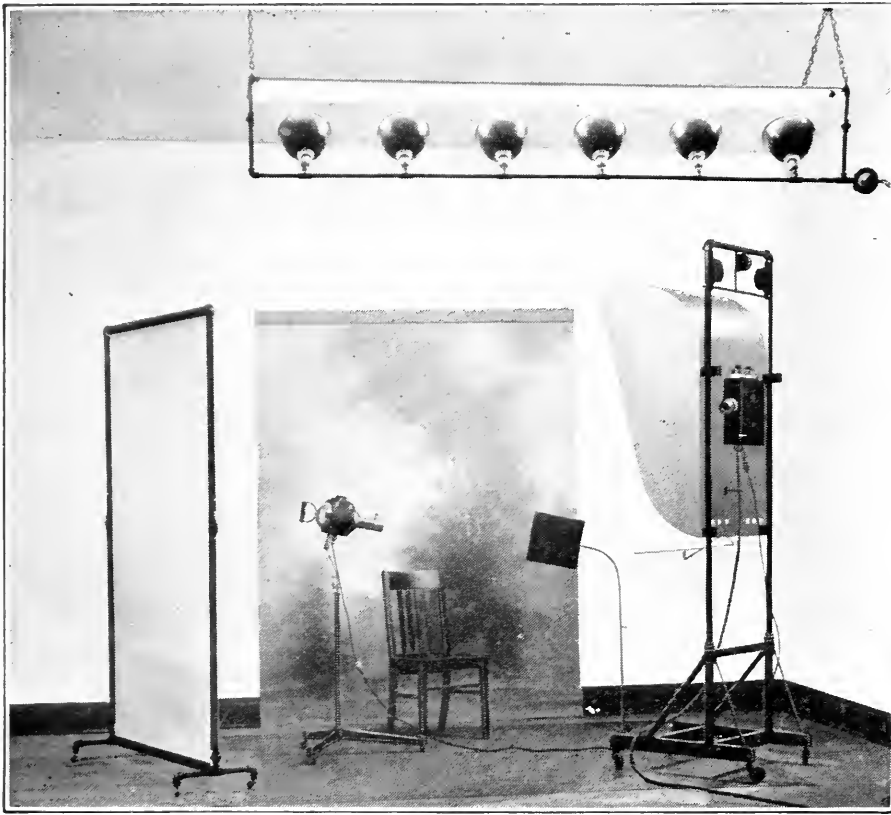
Memo booklet (48 pages) and information on any point of special interest on request.

ANSCO PHOTO PRODUCTS, Inc., BINGHAMTON, N. Y.

San Francisco, 554 Mission Street

For sale by **HIRSCH & KAYE**

Halldorson Studio Lighting System



Concentrating Spotlamp, a marvelously handy, attractive, and efficient spotlamp, using 400-Watt T-20 Mazda globe.

Flexible Neck Head Screen, universally acclaimed as an indispensable studio convenience.

Electric Studio Lamp, the lamp that places a bank of four 1500-Watt Mazdas under the absolute control of the operator.

Overhead Light, a new and valuable member of the Halldorson lighting family, for use with groups.

THE ENTIRE SYSTEM WILL PAY FOR ITSELF IN THE ELECTRIC WIRING IT SAVES. WRITE TODAY FOR COMPLETE INFORMATION.

THE HALLDORSON COMPANY

4745 N. Western Avenue

CHICAGO

THE BARGAIN COUNTER

Now is the time to order your artificial lighting equipment. There is a Beattie Flood Light of old model very similar to the Minima Lamp; requires no special wiring as it consumes but 15 amperes. Price \$57.50 complete with stand.

-- --

By special arrangement with the factory, we are able to offer new Seneca View Cameras complete with films or plateholder and case at prices no higher than you would pay for used cameras. A limited supply on hand, so order promptly. 5 x 7, \$35.00; 8 x 10, \$40.00.

-- --

Here is a handy accessory for a Home Portrait or Commercial man. A used F. & S. Collapsible Stand has been received and is offered for \$9.50.

-- --

Every photographer has use for a reflecting type of camera. Here is a used 3 1/4 x 4 1/4 Ensign Popular Reflex Camera with Heliar F4.5 Lens and film pack adapter. Bargain price is \$65.00.

-- --

For a larger camera of this type, we offer a used 4 x 5 revolving back Series B Graflex with F4.5 Lens of 7 1/2 inch focus. A roll holder is included, which enables you to use Graflex Roll Film when desired. The bargain price is \$79.50.

-- --

If you prefer a smaller Graflex, we suggest this used 3 1/4 x 4 1/4 revolving back telescopic Graflex with Kodak F4.5 Anastigmat Lens. With this outfit we supply film pack adapter and complete carrying case. The price is only \$69.50.

-- --

We have two motor-driven Print Washers of exceedingly fine construction. The cost of construction put the original manufacturers out of business, but we

have two left at bargain price. They are almost as large as the well known Pako Washer, but are without base. Price is \$35.00 including waterproof motor.

-- --

If you plan to give someone a camera for Christmas consider this 3 A Erneman Bob Camera with Vilar F6.8 Lens. This is a roll-film camera which looks just like new and is offered at the greatly reduced price of \$27.50.

-- --

Here is a desirable lens for use on a Graflex Camera or on small enlarging outfits. We have a used 3 1/4 x 5 1/2 B & L Anastigmat Lens of 6 1/2 inch focus. The speed is f6.3; the special price is \$17.50.

-- --

Here is a fairly rapid Anastigmat lens with a speed of f5. It is an 8 1/4 inch 5x8 Goerz Celor, which you can have for \$43.00.

-- --

For a larger lens we offer a used 6 1/2 x 8 1/2 2 B Tessar in Universal Shutter. This lens works at f6.3 and has a focal length of 11 3/4 inches. The price is \$60.00.

-- --

Sometimes we get a call for a 12 inch Portrait lens, and here is an attractive bargain. We have a 6 1/2 x 8 1/2 Barre Portrait lens f5 - 12 inch focus, which is offered for only \$27.50.

-- --

A similar lens is offered in a 6 1/2 x 8 1/2 Aldis f4.5, 11 1/2 inch focus. The price has been substantially reduced to \$90.00.

-- --

Here is an inexpensive wide angle lens. It is an 11x14 Barre Wide Angle f16 of 10 1/2 inch focus. The price has been reduced to \$26.50.

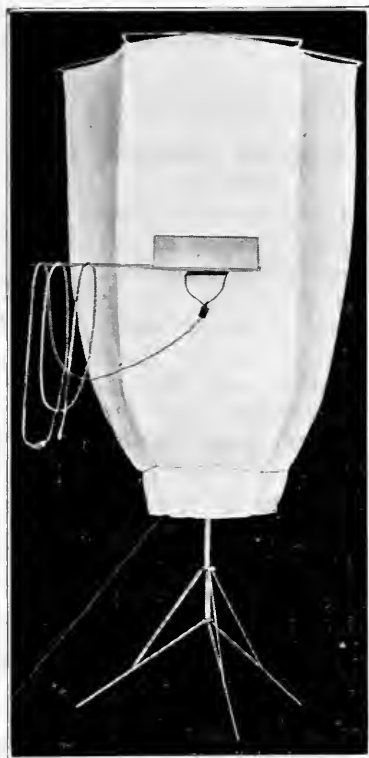
Any of these lenses will gladly be sent with privilege of ten day trial.

The Light That Never Fails

Normal Grade (Red Label) for general use, burns in 1/38th second will stop ordinary movement.

Extra Fast Grade (Yellow Label) for unusually active subjects, burns in 1/55th of a second.

Soft Grade (Blue Label) exceptionally fine for interiors without life. Almost no smoke or report, burns in 1/12th second.



Portrait Grade (White Label) recommended for use only in Victor Studio Flash Cabinet. Burns in 1/25th of a second.

PRICES

1/2 ounce net weight,	
per bottle	\$0.55
1 ounce net weight,	
per bottle90
2 ounces net weight,	
per bottle	1.70

In modern photography the day of dependency on sunlight has passed; indeed the ultra-modern photographer has ceased to consider capricious, natural light as a factor in his business, first, because it is undependable and second, because artificial light—Flash light—gives that instant, controlled illumination so indispensable to the securing of perfect negatives—Satisfactory, Profitable Results.

Victor Flash Powder and Flash Light Equipment have met every professional requirement so satisfactorily as to make it unnecessary to argue their merits.

They are absolutely dependable and we unhesitatingly guarantee perfect satisfaction with them.

HIRSCH & KAYE, Distributors

Send for complete descriptive circular

"Every man starting out in business will have to go over a hard road and find out its turnings for himself; but he need not go over his road in the dark if he can take with him the light of the other men's experience."—John Wanamaker.

Watch your overhead. One of the keenest observers of the industry says that photographers do not watch their overhead and their personal expense closely enough. He lists this as one of the three or four reasons photographers do not do better.

Sterling Developing Tanks Will PAY YOU!!

SAVE TIME.
MONEY.
SOLUTIONS

*Large capacity
Low Cost
Best Results*

AMATEUR FINISHING
OUTFITS

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

DEMAND STERLING

(The name "Sterling" is stamped under rim of every tank.)

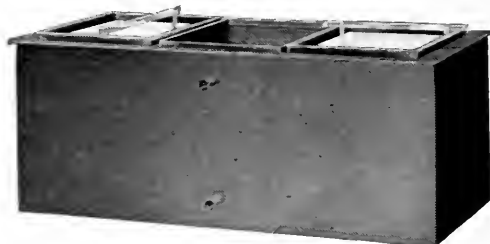


MADE IN TWO SIZES
5x12x42 in. tanks hold 10 gallons
8x12x42 in. hold 17 gallons. Both
Blue and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name
"Pioneer Tank Builders" BEAVER FALLS, PA.

GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10
Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY.
Most complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth
and roominess saves time, labor and ex-
pense.

STOCK SIZES: 10x22x5 in.
12x16x5 in. 16x20x6 in. 18x22x5 in.
18x24x6 in. 20x24x6 in. 20x30x6 in.

Necessity for the Photo Retoucher The WOLD Air Brush

*Simple
and
Durable*



*Easy
to
Operate*

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

TRY THIS

The difficulty in photographing small objects, such as machine parts, lies in the opaquing of the background. The illumination of the machine parts themselves is usually provided by two floodlights, placed on opposite sides of the platform. To avoid flatness there must be a difference in the illumination from the floodlights, which may be obtained by a difference in wattage, distance, or direction. The shadows should, of course, not be so sharp as to hide detail. Likewise, softness of shadows facilitates the opaquing of negatives by hand.

Hand opaquing is almost entirely obviated by the use of a "light box." The bottom of the box is studded with 50-watt inside-frosted lamps spaced 5 to 6 inches apart. A sheet of ground glass, tracing cloth, or similar diffusing material is mounted about 4 inches below the top of the box, and a sheet of clear glass is laid on top of the box. The articles to be photographed are placed on the top glass and illuminated in the usual manner—that is, by two floodlights placed on either side of the box and above it. The camera is, of course, pointed downward. The top glass practically eliminates all shadows and the illuminated diffusing material furnishes a white background equal to that obtained by opaquing. The exposure can be continued, if necessary, using only the lights at the bottom of the box, after the upper lights have been turned off.

-- --

FUNDAMENTALS

In business life the penalties for breaking the "Rules" are severe. These penalties may not be immediate, but they are nevertheless sure, and once imposed constitute obstacles to progress that often become unsurmountable. All can profit greatly by playing the game fairly, and adherence to the rules imposed more than repays for the effort required.

PHOTOGRAPHY

A BUSINESS THAT INVITES ADVERTISING

A large rating agency has just called attention to the fact that the small business man, engaged in the selling of staples of life, with each succeeding year, is finding it more and more difficult to make a profit. The individual grocery is smothered by the chain store; likewise the druggist, the notion store, and the dry goods house.

The producer of a specialty such as photography, however, is a maker of his own destiny. His product is distinctively his own. The cost of his materials is a small part of the selling price and no organized competition can reach him. Competition is based on merit and not on financial strength.

This, then, gives to the business of photography, an unusual opportunity for expansion through advertising. The more kindly the feeling of the public towards the business of photography, the more likely the opportunity for the individual photographer to increase his opportunities, orders, and income.

And no chain store or other powerful competitor lurks around the corner with a stuffed club to take it away from him.

An investment in the national campaign of advertising under the plan outlined by the committee is about the most judicious thing any member of the craft can do, regardless of his individual size in the industry.

-- --

CONTRASTS

Depth and interest are added to a photograph through the introduction of contrasts formed by combinations of high-lights, general illumination, and shadows. If a subject is uniformly illuminated from several directions the contrasts are very apt to be lost and the picture will be flat.

In case light comes entirely from one side, the contrasts are extreme and again it becomes difficult to distinguish detail.

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

1109 MARKET STREET
SAN FRANCISCO

Room 208 - - Phone Park 7167

**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film**

Highest Prices Paid

P. H. KANTRO

PORTAGE, WIS.

Retouching & Etching

FOR THE TRADE

Portrait and Commercial

A. K. DILDILIAN

4763 Fair Avenue

Phone Fruitvale 3894JX

OAKLAND - - - CALIFORNIA

—Coloring—

PORTRAITS---OPALS---LANDSCAPES

*in water, opaque, or trans-
parent oil colors*

Satisfaction guaranteed

MAUD COREY

2916 Steiner St.
Telephone West 5285
San Francisco, Calif.

**Retouching - Etching
Backgrounds**

SATISFACTION GUARANTEED

BEULAH E. ROSS

724 Farrington Lane

BURLINGAME, CALIF.

YOU HAVE

A SILVER MINE

Operate it without labor, odor, or
inconvenience, with

Kan-Rite

The modern Hypo House or
1000 Per cent PROFIT
at your supply house or

Kantro-Gunnell Refining Co.

Portage, Wis.

For Good Retouching

Send Your Orders to

Anne Roston

Apt. 48—929 Pine Street

Phone Prospect 5943

SAN FRANCISCO CALIFORNIA

Retouching for the Profession

Prompt and careful service

Mrs. F. R. Boulier

4231 Gilbert St., Oakland, Calif.

Business is entering a new era right now that renders much of our laboriously acquired experience suddenly useless. Never, since the 1900 period when men first discovered the fallacy of secrecy and began to exchange experience through the medium of business literature, has it been so imperative that the responsible executives of a business take time to read the journals of their industries, and to keep close watch on fundamental trends and developments as reflected in the broader business publications. The "laboriously acquired experience" that five years ago gave a man the feeling that by now he knew enough about his business, or industry, that he could afford to trust to his own background knowledge, and scarcely needed to spend much time in reading, will no longer serve in most businesses. Things are moving at so swift a pace that to fail to keep posted is to fail to live up to one's responsibility to his business.

ALBO

**gets all the silver from your
Hypo Solution**

THE IDEAL PRECIPITANT

*—Clean, odorless, speedy,
complete recovery*

\$3.00 for 5lb. Can

Full directions enclosed

PREPARED BY

**Wildberg Bros. Smelting
& Refining Company**
SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

Distributed by

HIRSCH & KAYE

Gevaert

Sensitized Photographic Products

FOR PERFECT PICTURES

NOW READY

Our New Combination

**Price List and Catalogue
of**

Gevaert Products

PAPERS - PLATES - FILMS

A Special Product for Every Specific Need

Write today for a copy—Dept. 8

The Gevaert Company

413-21 North State Street



of America, Inc.

New York City

Chicago Office:
413-21 North State St.

Portland, Ore., Office:
345 Salmon St.

Dealers in principal cities of the United States

· SEEN IN THE GROUND GLASS ·

B. C. Stokes, 6112 Geary St., San Francisco, has a unique way of advertising in his window. He is located on a busy street and his window at night is in competition with many other store windows equally illuminated.

Now that has been changed. He has installed a Cooper Hewitt Tube in the window and because of his distinctive color of light given out, you can pick out his store several blocks away.

The cost of operation of the Cooper Hewitt Tube is no greater than if Mazda Lamps had been employed. We think this idea is worth passing along.

Here's a real scandal. When Wm. Dow, popular Taprell Loomis (Chicago) salesman is in San Francisco he stops at the King George Hotel. Wait till the mayor of Chicago hears about this!

E. S. Brooke, photographer, with studio at Waikiki, on Kalakaua Avenue, Honolulu, was killed in a flying accident October 16, 1927. Mr. Brooke had requested information and prices on Areo cameras from us as recently as September 19. His widow is partially trained in photographic studio work, and if she has the courage to try and carry-on, the profession in Honolulu will doubtless do all that can be done to help her.

Mr. and Mrs. Arthur Nelson are entertaining a new ruler in their household now, Master Wesley Arthur Nelson, by name. His Majesty having arrived on the 1 a. m. "California Bound Stork Special," Monday, October 24. Gingly trying out the scales he tipped them at the enormous weight of eight and one-half pounds. His justly proud father and mother are receiving congratulations on all sides.

Word comes to us that Mrs. John O. Tucker, of San Jose, has taken over an additional studio in that city. It is the original Tucker Studio in the Porter Building, operated by herself and husband in former years.

Mrs. Tucker will divide her time between the two studios and will have the capable assistance of F. G. Collins, well-known operator of New York and San Francisco.

At five o'clock in the morning, November 4, the theatre, work-rooms, stock-rooms, negatives, and the manufacturing facilities of Pillsbury's Pictures, Incorporated, Yosemite National Park, were destroyed by fire. It is estimated the loss will exceed \$35,000.

Standley J. Elliott, Jr., whose father has a studio in Modesto, is a student at the Mt. Tamalpais Military Academy in San Rafael. He manages to visit his parents frequently.

"Cove" Martin of Stockton has purchased considerable real estate lately. His latest venture is the erection and lease of a complete service station of most modern design on the main highway leading into Stockton.

The Jones Studio of Turlock and Logan Studio of Stockton have installed Beattie Lamps.

A. E. Richardson of Westwood came in to see the U. C. Stanford Football Game at Palo Alto.

E. M. Hammond, Porterville photographer, recently travelled the regular route when he received his Third Degree in Porterville Masonic Lodge.



"JERRY'S" CORNER

By HIMSELF

*If this page aint as good as usual its
because I'm writing it standing up.*

-- --

I got a whale of a licking. I was working a cross word puzzle and the clue was—"Drunk in the afternoon." I wrote in Dad, but the answer was tea.

-- --

Last month I promised to tell you how to make real money and this is what I figured as a sure thing.

-- --

I would start a company, and because all of you are my friends, I'll let you in on it as stockholders.

-- --

That means the stockholders will be photographers, so I'll have to sell the stock cheap.

-- --

I plan to start a cat ranch. You ask—what for? Cats fur, thats why. There's money in cats fur.

-- --

I'd gather up 100 cats, thats easy. Then I would catch 100 rats and start a rat ranch next door.

-- --

The cats would eat the rats and the rats would eat the cats after they were skinned. That is, the cats will dine on certain rats. Thats rough on rats. When the cats have got fat on rats, we will skin them and throw them over the fence to other rats. This will fatten the rats and make more dinners for other cats.

The 100 rats will produce 1378 rats in one (1) year. The 100 cats will produce 737 cats in one (1) year at the end of the second year we'd have 9646 rats and 2,978 cats. By that time, I'd start another set of ranches, but why worry now.

-- --

Ill kill off the white cats first, otherwise the white cats would eat more than the black cats.

-- --

With no expense for food, the cost of running the ranch would be small. By the end of three years we could figure on 3000 cat skins at one (1) dollar each, or \$3,000 revenue. After that you'd need an adding machine to figure profits.

-- --

I would get a contract from the fiddlers union to supply their catgut.

-- --

The only expense would be for skinners. I would hire some Julian stock salesmen at four (4) bucks a day.

-- --

Using modern methods I could save this expense. I would cross the cats with snakes so they would shed their skins by themselves.

-- --

When the stock is for sale, I'll advertise it on the Bargain page.

JERRY.

P. S. If I could get permission to sell this stock I bet I'd find buyers.

Here is a "Booster" for Better Prices



THE ORIOLE

THE REASONS:

Larger Outside Sizes—showing portraits from a new sales angle.

Radiant Stocks—Heavy weight. Luster Grey and Brilliant Brown. Inserts deckled.

Designs on Insert—A sparkling three-toned creation—just the color scheme studios are looking for to meet the public's demand for "color".

Size	4x6	4½x6½	7x9 ⅜
Outside Size	6½x9	6¾x9½	9-⅜x12¾
Prices	\$12.50	\$14.00	\$19.50

Samples of both colors for twenty cents. A sparkling style that will make studios many extra dollars profit this season.

SAMPLE OFFER FW-97

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America

VELTEX

For Fine Portraits

Veltex is a portrait paper that is distinctly different; one that permits almost unlimited opportunity for original expression. The exceptionally pleasing texture is characteristic of the paper stock itself—the emulsion coating is unobtrusive.

The subdued lustre of its matt surface gives the effect of dull satin, emphasizing the brilliancy of the print without affecting its softness. Veltex fulfills the wish for something different.

Veltex is supplied in Professional Defender for contact, and in Velour Black for projection in three varieties:

White Stock — single weight

White Stock — double weight

Buff Stock — double weight

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Write for *The Defender Book of Papers Plates and Film*

Convenience would be a sufficient reason for using Film, were it only the equal of glass plates, but it was superior quality that switched the majority of life-time users of glass plates to Eastman Portrait Film, *Par Speed—Super Speed* and Commercial brands.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

^{HT}E FOCUS

Published Monthly in the Interests of Professional Photography

Vol. 3

December, 1927

No. 12

WITHDRAWN
CALIFORNIA ACADEMY
OF SCIENCES



INTERIOR, MADE WITH VICTOR FLASH POWDER

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

Portrait Film

Christmas business often establishes your reputation as a photographer. AGFA Portrait Film, mat or clear, with its fine grain, rich emulsion and dependable quality, will help you improve that reputation and therefore improve your business.

AGFA Flashpowder and Flashlamps give you daylight where and when you need it.

AGFA Developers insure proper development.

AGFA Products generally are better.

Ask us about them!



AGFA PRODUCTS, Inc.

114 East 13th St., New York City

Atlanta, Georgia
48 Auburn Ave.

Chicago, Illinois
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THE FOCUS

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Volume III

DECEMBER, 1927

Number 12

: IN THE PROFESSION :

SAN FRANCISCO



YOUNG



LOTHERS

WHEN
EAST
MEETS
WEST

Something is bound to happen, and in the case of Ralph Young and Hayden Lothers this 'something' proved to be a partnership. It took a war to bring them together, but the only fighting they have done since has been a united effort for more business.

Ralph is a product of New York State. He was born to be a photographer—for he admits that at an early age he was adept at *shooting* paper-wads, *developing* acquaintance with attractive blondes, and *printing* his name on the sidewalks. His first camera was a 5x7 Seneca direct from Montgomery Ward, and the ease with which he accumulated spending money through its use strengthened his determination to follow a lens for life.

Of Hayden's life prior to the war, little is known. It has been proven that he is a Native Son, but what other stigma may be attached to his name is carefully buried. A few people intimate that he had been a trap drummer, but whether this was occasioned by his being the selling member of the present partnership or not we cannot say.

The boys met at Fort Sill, Oklahoma, while in the photographic division of

the Air Service. Training was begun there and later continued in the Eastman School at Rochester. While there an opportunity came to transfer to the Signal Corps, followed by orders to report to the School at Columbia University. Ralph was retained there as an instructor while Hayden was sent overseas for active service and several months in Germany with the army of occupation.

During this army service a friendship began which culminated in the forming of **LOTHERS & YOUNG STUDIOS** in 1919. Quite a high-sounding name for the first meager quarters at 165 Post St., but hard work and rustling soon produced sufficient work to justify an expansion and they moved their camera, printer, and sink to 251 Post St. A few more years of fighting and they had advanced to the point where they felt justified in attempting a real Illustration Studio. The second story of a new building at 419 Sutter St. was finished off to plans which the boys made, lighting equipment installed, backgrounds and scenery constructed, and the first plant of its kind on the coast was ready for operation. No attempt will be made to describe it here as open house is always in order and visitors welcome.

From the very start the boys realized that specialization is some one branch of photography was desirable, and chose for their field advertising illustrations. While they have always maintained a fine commercial staff, and rank with the leaders in that class of work, their best efforts have always been in illustrations with live models, backgrounds and special lighting effects to **DRAMATIZE** a selling argument or visualize a desire.

An Out-of-the Ordinary Easel



The Olympia

A novel arch-top effect is given the portrait by an ingenious arrangement of design and die cutting and without sacrificing any of the good features of the threefold easel style.

The insert is double tinted—in striking shades to meet the public's demand for "color."

Sizes	3x4½	and	4x6
Prices	\$9.00		11.00 per 100

A good style for portraits of the younger set.

Samples of both colors for fifteen cents.

You will not only find it a good business producer, but a splendid advertisement for your work as well.

SAMPLE OFFER F-W-57

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America

When Ford begins producing his new cars there will be a big revival in business . . . an enormous increase in buying . . . without lessening the volume of other automobile sales!

The steel industry is making gains daily . . . millions of new investment offerings find quick sale . . . even the farmers are getting away from their proverbial habit of listening to Old Man Gloom.

All this means that business is going to be good this fall and winter . . . and with the addition of the Holiday Season, it behooves every business man to take heed and get his share.

-- --

A NEW BOOK

We are now able to offer a book of suggestions, formulae, and methods for the press and commercial photographer.

The "Complete Press Photographer," by Bell R. Bell covers selections of equipment, dark-room outline, selling photographs, records and other timely suggestions. Price \$2.50. Order today.

SERVING THE PROFESSION FOR 320 YEARS

Some one in our office mentioned a few days ago that there were quite a few old timers among us, and on reviewing the growth of the firm, we found sixteen members whose total service with the firm was 320 years. Two of these were new comers, having joined the organization as recently as twelve years ago.

In this group of pioneers the average service is twenty years, though some have been with us as much as thirty-eight years.

This does not include others who have been in this business many years with other firms. Nor does it include those whose Hirsch & Kaye service goes back from five to twelve years.

There are just enough young "old timers" to keep the firm in line for modern methods and just enough real old timers to give that stability and experience necessary for success. Altogether our force of fifty-five people is very well suited to the task of serving you.

The Value of a Smile at Christmas

It costs nothing, but creates much.

It enriches those who receive, without impoverishing those who give.

It happens in a flash and the memory of it sometimes lasts forever.

None are so rich they can get along without it, and none so poor but are richer for its benefits.

It creates happiness in the home, fosters good-will in a business, and is the countersign of friends.

It is rest to the weary, daylight to the discouraged, sunshine to the sad, and Nature's best antidote for trouble.

Yet it cannot be bought, begged, borrowed, or stolen, for it is something that is no earthly good to anybody till it is given away!

And if in the last-minute rush of Christmas buying, some of our sales-people should be too tired to give you a smile, may we ask you to leave one of yours?

For nobody needs a smile so much as those who have none left to give!



Always Alike—
HALOID RITO is Good
 to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
 Hard—Medium
 Brilliant Soft—Soft

Three Surfaces
 Matte—Semi-Matte—Glossy

Two Weights
 Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4 1/2	3.35
3.50	3 1/2 x 4 1/2	4.30
4.00	3 1/2 x 5 1/2	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
 225 Fifth Ave.

BOSTON OFFICE
 101 Tremont St. at Bromfield

CHICAGO OFFICE
 68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
 Los Angeles Agent, A. H. MUHL, 643 S. Olive Street

Sterling Developing Tanks Will PAY YOU!!

SAVE TIME,
MONEY,
SOLUTIONS

**Large capacity
Low Cost
Best Results**

AMATEUR FINISHING
OUTFITS

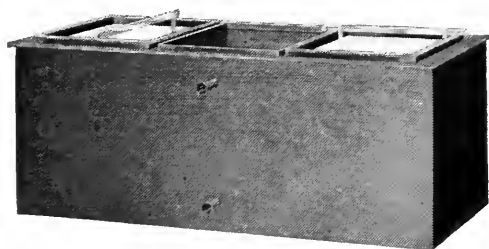
Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

DEMAND STERLING

(The name "Sterling" is stamped under rim of every tank.)

GOOD NEWS! Yes

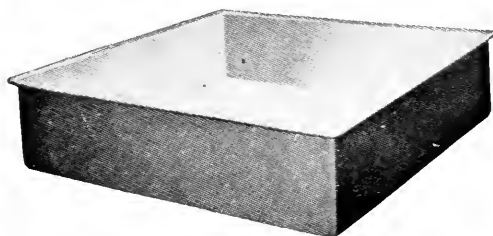
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY. Most complete and economical.

WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x22x5 in.

12x16x5 in. 16x20x6 in. 18x22x5 in.
18x24x6 in. 20x24x6 in. 20x30x6 in.



MADE IN TWO SIZES
5x12x42 in. tanks hold 10 gallons
8x12x42 in. hold 17 gallons. Both
Blue and White tanks.

Sterling Photo Manufacturing Co.

Order from your Dealer or send us his name
"Pioneer Tank Builders" BEAVER FALLS, PA.

THE DEFENDER BOOK

*New Edition Ready Includes Papers,
Plates, and Film*

A revised edition of the Defender manual is now ready. This is a 72-page booklet, pocket size, covering the full line of sensitized material as indicated by the title—*The Defender Book of Paper, Plates, and Film*.

Certain minor changes have been made throughout the book but the most important feature is the inclusion within one cover, of the complete line and the listing of recently added new surfaces of Professional Defender and Velour Black. Seven pages covering the new *Defender Film* have been added, also pages on *Illustro* and *Defender Chemical Preparations*.

There is a change in price in certain sizes of Commercial Defender, 500 sheet boxes, page 67, this being the only price change in the new edition. Get your copy from Hirsch & Kaye.

Phew!

How about your chemicals? Are you careful in using them? Or do you fire away and allow the odors from them to penetrate the entire studio? Not very inviting to the customer! And it will cut down your business, in the end.

-- --

GET THIS BOOK

The latest edition of *Photo Miniature* (No. 200) deals with the handling and mixing of photographic chemicals and solutions. It is one of the most practical and helpful books published for some time.

Do your solutions discolor, precipitate, or show a scum? Do you know how to use percentage solutions? Dissolve chemicals? Read *Photo Miniature* No. 200 and solve your problems. Price 40 cents a copy.

You may select two of any other *Photo Miniature* and we will send all three copies for one dollar.

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PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
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YOU HAVE

A SILVER MINE

Operate it without labor, odor, or
inconvenience, with

Kan-Rite

The modern Hypo House or

1000 Per cent PROFIT

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Kantro-Gunnell Refining Co.

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—Coloring—

PORTRAITS---OPALS---LANDSCAPES

*in water, opaque, or trans-
parent oil colors*

Satisfaction guaranteed

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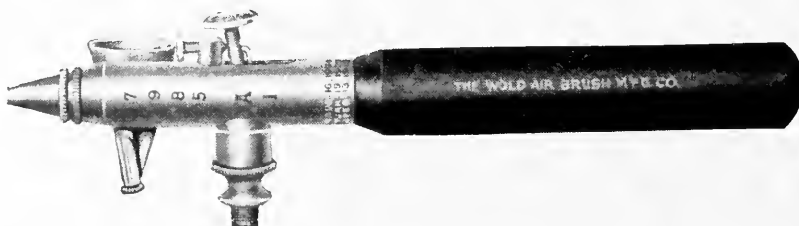
2916 Steiner St.

Telephone West 5285

San Francisco, Calif.

**Necessity for the Photo Retoucher
The WOLD Air Brush**

*Simple
and
Durable*



*Easy
to
Operate*

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

:: At Your Service ::

ROBERT EARLE DERBY

It is said that a good photographer and a good business man is a combination hard to find, but you find these characteristics in Robert Earle Derby. Born in New Auburn, Minnesota, he left high school at fifteen to try his luck at selling tea and coffee.

His first interest in photography was shown at the age of eighteen, when he purchased a 5x7 view box, instead of the customary Brownie. Successful studios were operated in Chanute, Kan. and later in Deepwater, Mo., till the declaration of war in 1917.

Enlisting as a "buck" private he was sent to France with a photographic unit and was made a sergeant. Later, made

sergeant first class, he was transferred to take charge of Headquarters Photo Section at Tours, where he handled all kinds of photowork. The signing of the Armistice saved him from being a lieutenant.

Returning to the home of the brave and the land of the free, he joined the staff of Pako. Here he became acquainted with Droun and Bigelam, calendar makers. They offered him the management of a department employing sixty people and he accepted.

About that time, Hirsch & Kaye were looking for a capable man to add to their force and they invited him to join the staff. He accepted in July, 1926.

He lives in Alameda with his wife and four charming daughters. We don't know what his hobbies are, but who could ask for more?

One Piece, Leak-Proof, Trouble-Proof and Everlasting Hypo Vats

Permanent, incorrodible and everlasting; will not chip or peel; built in ONE-PIECE, without joints. Rounded corners make cleaning easy.

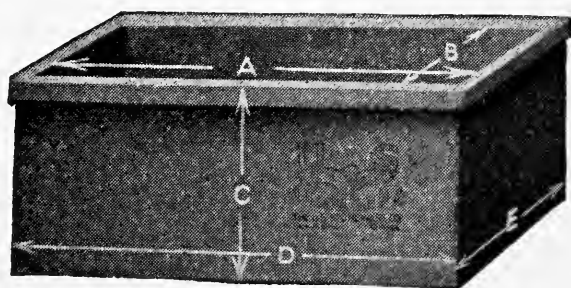
Made of guaranteed acid-proof chemical stoneware. Each vat is unqualifiedly guaranteed to be acid, alkali, and corrosion proof *with or without the glaze.*

Write for new Bulletin No. 104
on Vats, Tanks, Trays, etc.

THE U. S. STONEWARE CO.

Works (since 1865): Akron, Ohio
New York Office: 52 Church St.

Carried in Stock by Hirsch & Kaye



SIZE	DIMENSIONS	PRICE
SIZE A	14" x 18" x 6" deep	\$16.00
SIZE B	20" x 24" x 6" deep	23.00
SIZE C	24" x 36" x 6" deep	36.00
SIZE D	24" x 30" x 8" deep	37.00

U. S. STONEWARE

ACID PROOF

AnSCO Memo Camera



50 Pictures on a
50-Cent Film

Prints for your
album—projection
rolls for the
screen

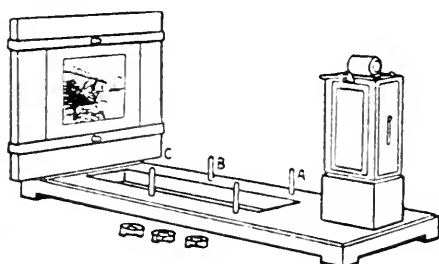
*Wide scope—low cost—
infinite convenience—new thrills*

ASIDE from the purely popular appeal, which is tremendous, the convenience and economy with which hundreds—and thousands—of Memo pictures can be made, has given the Memo camera an unusual appeal to scientists, writers, lecturers, engineers, industrial experts, research men, industrial executives, publicity workers, and specialists in many other fields.

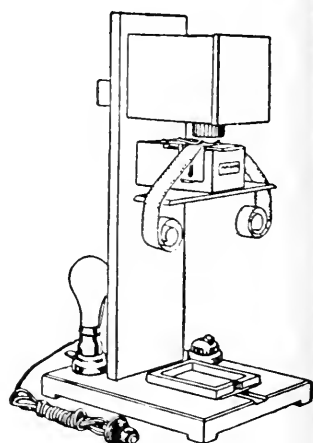
Regular Model, F6.3 Anastigmat, Fixed Focus	\$20.00
Advanced Models, Focusing Type (near point 3 feet)	
With Wollensak F6.3 Velostigmat	\$25.00
With B. & L. F6.3 Anastigmat	30.00
With Wollensak F3.5 Velostigmat	35.00
With B. & L. F3.5 Anastigmat	40.00

COMPLETE LITERATURE, INCLUDING 48-PAGE BOOKLET, SENT
FREE ON REQUEST

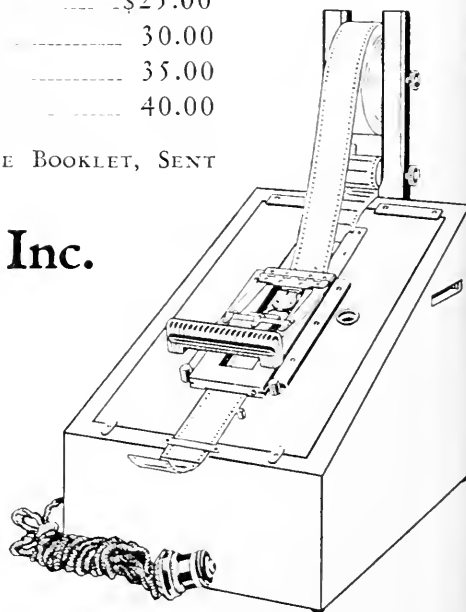
AnSCO Photoproducts, Inc.
Binghamton, N. Y.



Memo Copier, \$15



Memo Enlarging Printer, \$50



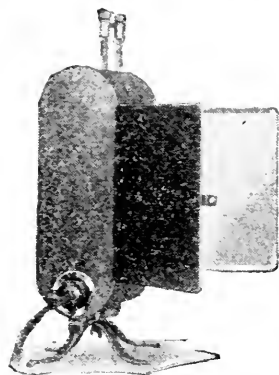
Memo Positive Film Printer, \$30.
For Printing Projection Rolls

CAMERA TAKES
THIS SIZE

ENLARGEMENTS
2 x 3 AND 3 x 4
(Memo Enlarger)

STILL-FILM
PROJECTORS
\$3.75 TO \$57.50

Camera Size Arc Light



The Cameralite which weighs only 6 pounds, can be used for taking indoor motion pictures and indoor still views. In fact, any "shot" that requires an artificial light may be taken by using this new device. The "Cameralite," is sufficiently compact to be contained in such a small space as $3\frac{1}{4}$ "x6"x11", requires no special wiring or special fuses.

THE new photo lamp shown, a blue-white twain arc light of compact construction has recently been developed. In appearance it is just about the size of a large Kodak with the same general form. It operates either from A. C. or D. C. at 1,000 watts and draws about 10 amperes. The commendable feature of the outfit is that though it is no larger than the average camera, all its accompanying accessories such as a 15-foot lamp cord, table stand, handle, and carbons are nicely tucked away in the case itself. It can be set up and lighted in the short time of two minutes and can be knocked down in a like period of time. It can be used in conjunction with daylight where large

areas are to be photographed or in outside work where a flash is inconvenient or undesired. It is well known that a flashlight cannot be used for motion pictures and even in the case of stills where a flash can be used the arc light is much more preferred. Obviously, the average home is no place for the cumbersome commercial arc, heretofore the only one of its type obtainable. The new arc light can be moved about readily, as it can be held in the hand and, if desired, it can be mounted on the special tripod which is supplied with it. So simple is it in operation that a blow on the carbons is all that is necessary to extinguish it. The safety with which it can be operated by the novice is a factor not to be overlooked.

Price complete - - \$50.00
for sale by

Hirsch & Kaye, San Francisco

"New Calendar" Progress

Mr. George Eastman of the Eastman Kodak Company last week received replies from the 1,000 businessmen whose opinions he had recently asked on the 13-month calendar he advocates. Practically every one approved the calendar. The United States Chamber of Commerce national counselors in conference at West Baden, Ind., a month ago approved it; the transportation committee of the League of Nations has approved it. Quite possibly the legislatures of important countries will vote its adoption. Its chief obstacles, apparently, are the customs of various religions.

Thirteen such months give 364 days. But there are 365.242 days in each year. The 13th month and the extra day and

a fraction are disposed of in this wise: The month is inserted in the calendar between June and July and called Sol, because during it would come the summer solstice. The full extra day would come at the end of the year and be called International Day, Dec. 29 or Jan. 0. There remains practically a quarter day, which every four years could be counted an accumulated full day. This would be inserted between June and Sol, as June 29 or Sol 0.

Putting the Eastman-Cotsworth calendar to use would be best and least confusing in a year when Jan. 1 fell on a Sunday. Such a year will be 1928, too soon for legislatures to act. However, 1935 also begins on Sunday. (Time).



LET US SUM UP

For your consideration we list the famous Wollensak line of American-made lenses—the logical assistants for bigger and better business during the new year.

Series Ia Velostigmat f6.3—f7.7—A triple convertible anastigmat for the commercial man and advanced amateur.

Series II Velostigmat f4.5—The all-round anastigmat for studio, home portraiture, and speed work.

Series III Velostigmat f9.5—An exceptionally fast 90 degrees wide angle anastigmat lens.

Series IV Velostigmat f6.3—A highly corrected inexpensive lens for commercial, landscape, and view work.

Velostigmat Process f10—A lens of precision for photo engraving, copying, enlarging, etc.

Extreme Wide Angle f12.5—An ideal inexpensive wide angle lens giving 90 and 100 degree angles.

Varium f3.5—f4—The modern studio lens offering softness for portraiture, speed for babies, sharpness for groups.

Vitax f3.8—A lens for large heads, busts, and baby studies where a rounded standing-out quality is desired.

Verito f4—A fast, soft focus lens for the artist photographer.

Voltas f8—The popular priced lens built on the rectilinear type for general use.

Shutters—The Betax, Gammax, Deltax, Optimo, and Studio Shutters for every purpose and purse.

WOLLENSAK

OPTICAL COMPANY

Rochester, New York U.S.A.

Can you tell a better one? This letter was received by Mr. Wolff from L. J. Inman, Long Beach photographer (see page 3—March FOCUS). Mr. Inman attended the American Legion Convention in Paris.

Dear Billy: S. S. LEVIATHAN.

Here we are on our way home after a very fine trip "thru" Europe. Have looked at most things, enjoyed many, disliked a few and thoroughly satisfied that California is still the best place on earth.

Here's one I handed an English guide in Italy. I had (pardon the personal pronoun "I") talked so much about California that he said, while we were looking into the boiling and bubbling crater of Mt. Vesuvius, "Now, you haven't anything in California that can beat this." I had to admit we didn't, *but* I said, "We have a fire department in Long Beach that can put it out in ten minutes."

I hope you will be busier than the proverbial cat selling Xmas stuff to photographers and then spend the next nine months trying to collect for it. Anyway here's how. INMAN.

NEW MODEL BORDER TINTING PROJECTION PRINTERS

The B. & L. Manufacturing Company has announced an addition to their line of Border Tinting Projection Printers.

The new machine is a Border Tinting Projection Printer designed especially for the Photo Finisher. This printer is made in 5x7 size only, and it does the same work as Border Tinting Projection Printers of the other models, with the exception of reducing. It prints the picture and tints the border at one operator Photo Finisher's Convention which machine makes prints one to seven diameter.


The new 5x7 Border Tinting Projection Printer for Photo Finishers was one of the outstanding features at the Master Photo Finishers Convention which was held recently at Buffalo. Here the printer was shown for the first time, and the manufacturers report very gratifying results.

The new model 5x7 Border Tinting Projection printer for the Photo Finisher is equipped with a 200-Watt Lamp. The machine is quoted without light for \$210.00.

THIRTY YEARS AGO: Beer was 5 cents a glass and lunch was free. Eggs were three dozen for a quarter. Milk was 5 cents a quart. The butcher gave liver for the cat, and treated the kids to bologna. The hired girl was satisfied with \$2.00 a week and did the washing. Women did not powder or paint, smoke, play poker, or shake the shimmy. The men wore boots and whiskers, chewed tobacco, spat on the sidewalk, worked eleven hours a day, and never went on strike. A kerosene lamp and stereopticon in the parlor were luxuries. No one was operated on for appendicitis, or bought glands. Folks lived to a good old age just the same.

TODAY: Everybody rides in automobiles or airships, plays poker, shoots craps, plays the piano with their feet, goes to the movies, smokes cigarettes, drinks lemonade and blames the High Cost of Living on the Republicans. They never go to bed the same day they get up, and think they are having a wonderful time. This is the age of suffragettes, profiteers, excess taxes, and prohibition, and after all that, if you think life is worth living we wish you

A VERY HAPPY NEW YEAR.

One Source of Uncertainty
Removed  you can devote
more of your time to the artistic
development of your work when
you use *Mallinckrodt* Chemicals. No
need to worry about the strength
or purity of your solutions because
Mallinckrodt Photo Chemicals are
"Physically and Chemically
Controlled."

PHYSICALLY:

Granular, free running salts easy to
weigh.

CHEMICALLY:

Manufactured for Photo use.
Chemicals of such purity that they
make crystal clear solutions with-
out filtering.



MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

BY THIS SIGN  KNOW SERVICE

Lighting Equipment

Photographers realize they must be prepared to make portraits regardless of weather conditions or the time of day. The need of adequate illumination in the studio is most apparent at this season. The possession of some satisfactory source of operating light other than daylight is necessary to the most efficient and the most profitable conduct of every studio. Artificial lighting in the studio is one of the essentials of today.

Whether you require a powerful light as your sole source of illumination or an outfit for use as an auxiliary to daylight, we can give you just the equipment for which you are looking. We are headquarters for the most satisfactory lighting equipment.

If it's used in Photography-- we have it.

HIRSCH & KAYE

PHOTOGRAPHIC APPARATUS AND MATERIALS

239 GRANT AVENUE - SAN FRANCISCO

GRAF *Variable Anastigmat*

f. 4. 5. 3. 5.
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL PURPOSES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist.

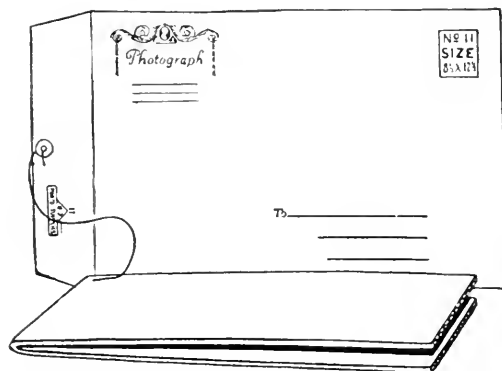
It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL CO.

SOUTH BEND

::

INDIANA



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7⅝
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12¾
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11⅝
*No. 11	8¾ x 12½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

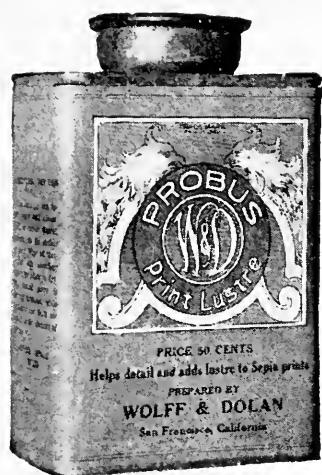
Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need!

PRICES none can meet!

Prompt Shipments!



PROBUS PRINT LUSTRE

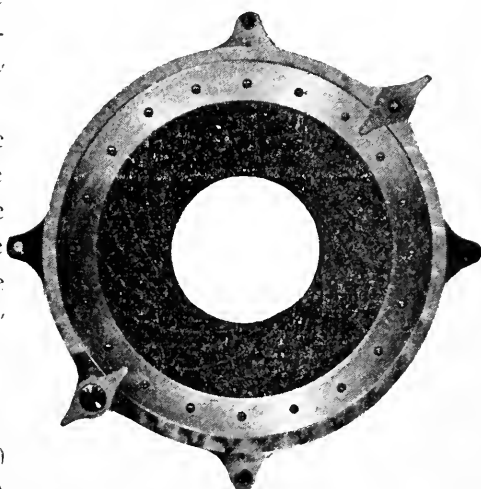
THIS preparation adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia-toned or redeveloped papers. Invaluable for cleaning soiled photographs or renovating old prints for copying. Unequaled as a negative varnish and retouching medium. Once used PROBUS PRINT LUSTRE will be found indispensable.

HALF PINT TIN 65 cents

IRIS LENS ADAPTER

The Iris Adapter permits the use of various sizes of lenses on the same front board. The change from one lens to another is made instantly; moreover, the lenses are accurately centered, and securely held.

The adapter consists of a strong, durable frame, with rigid, metal diaphragm leaves. The ease and speed with which lenses may be changed, as well as the convenience of one front board for lenses of all sizes, makes the Iris Lens Adapter a necessity for the busy photographer.



PRICES

ADJUSTABLE FOR LENSES

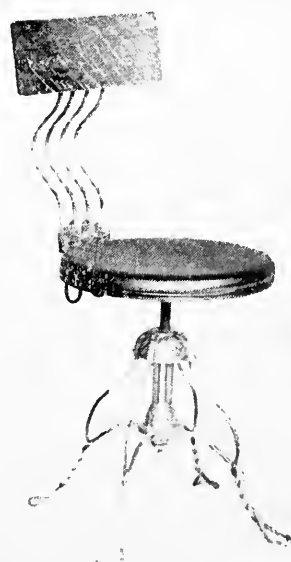
No. 1 Adapter	$\frac{5}{8}$ in. to $2\frac{3}{8}$ in.	\$5.50
No. 2 "	1 1/2 in. to $3\frac{1}{4}$ in.	6.00
No. 3 "	1 in. to 4 in.	6.75
No. 4 "	$1\frac{1}{8}$ in. to $4\frac{3}{4}$ in.	8.00

Perfection Posing Chairs

This chair is well illustrated and needs little explanation. The back is adjustable two ways, and the seat may be raised or lowered.

Finished in copper antique with polished solid oak seat. Will outlast your studio.

Price \$13.50



Plenty of Silver -on- Hammer Plates

With shortest exposure HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity, and Brilliancy are their chief characteristics.



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St.. - - St. Louis, Mo.,
159 West 22nd Street, - - New York City

--For--

Home Portraiture and Home Movies "Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS
The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.

When Retouching use *A. W. FABER'S*



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia
WRITE US YOUR NEEDS OR TELL OUR SALESMAN



"JERRY'S" CORNER

By HIMSELF

I was thinking what to put in this page when the boss came down and said Jerry, why ain't you working. I said I'm working with my head, now. The boss said—any woodpecker can do that.

-- --

What I was thinking of was the big box of grapes Mr. Connell, of Dinuba, sent to me and my pals.

-- --

I et so many grapes, I'm still caughin up pits. I wanted to put some in a big tub and squeeze 'em with my feet like they make wine, but my ma sed I better wait till Saturday night.

-- --

I'm sorry I waited because Saturday night they was all gone.

-- --

Which reminds me that if they raise such good grapes in Dinuba, how about the peaches and apples and figs and oranges they raise in other places?

-- --

I ain't had many samples this year and if you folks what reads my page first have good crops you can't prove it by me.

-- --

Be sure and mark your samples "for Jerry."

-- --

I didn't write this pome but it tells you how I feel.

-- --

A BOY'S REMARKS TO HIS STOMACH

What's the matter with you, ain't I always been your friend?
Ain't I been a partner to you, all my pennies don't I spend
In gettin' nice things for you? Don't I give you lots of cake?

Say, stummick, what's the matter, that you had to go an' ache?

Why, I loaded you with good things yesterday. I gave more Potatoes, squash an' turkey than you'd ever had before.

I gave you nuts an' candy, punkin pie an' chocolate cake,

An' las' night when I got to bed you had to go an' ache.

Say, what's the matter with you; ain't you satisfied at all?

I gave you all you wanted; you was hard, jes' like a ball,

An' you couldn't hold another bit of puddin', yet las' night

You ached mos' awful, stummick; that ain't treatin' me jes' right.

I've been a friend to you, I have why ain't you a friend o' mine?

They gave me caster oil last night becoz you made me whine,

I'm awful sick this mornin' an' I'm feelin' mighty blue,

Becoz you don't appreciate the things I do for you.



HERE'S HOPING SANTA CLAUS
WAS UTTERLY RECKLESS
WHEN HE GOT TO
YOU

SEEN IN THE GROUND GLASS

The Master Photo Finishers of America, Northern California Division, have elected the following officers for the year:

DIVISION OFFICERS

A. F. WAGER, *President*
430 Fifth St., Santa Rosa

M. V. LOVETT, *First Vice-President*
2700 East 17th St., Oakland
Kamera-art Service

O. C. HANSEN, *Secretary-Treasurer*
Bear Film Co.
1122 Howard St., San Francisco

DISTRICT OFFICERS

EAST BAY DISTRICT

F. B. COOK, *Vice-President*
Cook & Cook, Oakland

SACRAMENTO VALLEY DISTRICT

F. J. DEMPSTER, *Vice-President*
Dempster's Film Service, Sacramento

SAN FRANCISCO DISTRICT

EDGAR H. MCHUGH, *Vice-President*
The Owl Drug Co., San Francisco

SAN JOAQUIN VALLEY DISTRICT

G. H. WINTERS, *Vice-President*
Crescent Studio, Fresno

SANTA CLARA VALLEY DISTRICT

EDWARD O. WEBB, JR., *Vice-President*
Webb's, San Jose

-- --

Albert W. Witzel, well-known photographer of Hollywood and Los Angeles, Calif., was married on October 18th to Mrs. Marion Forbes Fairchild. Following the wedding breakfast the couple left by automobile for the north, and after touring for a time will spend the winter at Palm Springs.

-- --

E. G. Ternberg has opened a completely equipped studio in Gilroy. There are now two photographers in this thriving community, R. H. Appleby being the other.

-- --

On the evening of November 30, a fire broke out in the studio of Wendell Phillips, 220 Post Street, San Francisco.

A hot electric iron came in contact with some film negatives and while there was lots of smoke and excitement in the street, the damage was really quite small.

-- --

Paul Strahm, of Reno, is the proud father of a baby boy. Sorry we haven't the name.

-- --

A baby boy arrived November 26 at the home of P. H. Greene, Santa Barbara.

-- --

H. L. Bush, our popular salesman, was installed as Senior Warden of San Francisco Lodge, F. & A. M. He is now second highest officer in his lodge.

-- --

Our shipping department has been brightened by the recent employment of Paul Jewell, likewise speeded up by the addition of John W. Trott.

-- --

Louis Ferrari of the Monaco Studio, San Francisco, was installed as Master of Roosevelt Lodge F. & A. M. for 1928. Mr. J. B. Monaco the owner of the studio is a member of this lodge and made an interesting speech on the occasion.

-- --

Approximately 100 local and East Bay photographers gathered in the Allen Art Studio in Oakland on December 13 to participate in the auction of studio equipment. We can hardly suppress the thought that some of them could obtain a negative or two for their personal use. Should anyone who was present be disappointed and not obtain what he wanted, we invite you to call and see our bargain room.

-- --

Mrs. Arthur Muhl, wife of the Pacific Coast representative of the Haloid Paper Company, was killed by her automobile in the garage of her home, on December 15.



Elwood 5x7 Special Enlarger The Latest Develop- ment In Projection Printing

This machine is especially adapted for slow-enlarging paper and even has sufficient illumination to enlarge on contact printing paper. It is practically impossible to spoil a film negative. When using an F 4.5 lens 5 to 8 seconds is the average exposure on chloride paper.

A film will not show the least signs of buckling with a one-half hour continuous exposure.

This machine has *five* times less heat on the negative and *five* times more illumination on the projected field than other enlargers. It is twice as fast as condensers when a ground glass is used with the condensers. In addition to this extraordinary speed it has the advantage of having a fixed position for light (no adjusting) and no falling off in illumination toward the corners.

In construction and all other details the 5x7 special is exactly the same as our standard \$30.00 enlarger.

Spring clips on negative carrier hold glass plates in place and a red screen is placed just back of lens on inside of bellows.

For the photographer or photo finisher who wishes to use the slow grades of enlarging paper to get the best quality of prints and must occasionally make enlargements from amateur films which are sometimes over exposed or fogged this machine is to be preferred as the

work can be accomplished quickly and with absolute safety to the negatives.

PRICE ENLARGER ONLY, WITHOUT LENS BUT WITH ELECTRIC GLOBE, \$58.00

-- --

LIGHT UP



Photographers, of all people, require Mazda lamps for studio, workroom, office, and home use. No matter for what purpose, Mazda lamps can be purchased from Hirsch & Kaye. Add them to your next order, to be charged on your account. We assume what little liability exists as to breakage in transit.

-- --

FOR HOME OR OFFICE

Mazda lamps are supplied in 10-15-25-40-50-60-100-Watt size in the inside frosted style.

For your workroom use. Amber and Ruby Lamps. 10-15 or 25-watt.



	\$.76 each
75-watt	1.35 each

-- --

LENS WIPERS WITHOUT COST

If you or any member of your family wear glasses you should have suitable lens cleaning cloth. Hirsch & Kaye will gladly supply you.

These lens cleaners can also be used for photographic lenses, so do not hesitate to ask for them.

-- --

GRIPPIT

(it sticks)

This clean, non-wrinkling adhesive combines all the good features of paste or mucilage with none of their disadvantages. Comes in 25-cent tubes or a pint can for 60 cents.

(Furnished in attractive display cartons for resale purposes. Order a carton and earn the profit.)



Sensitized Photographic Products

FOR PERFECT PICTURES

NOW READY

Our New Combination

Price List and Catalogue

of

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PAPERS - PLATES - FILMS

A Special Product for Every Specific Need

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COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

MORE SPEED—MORE CONTRAST

There's a delightful surprise in store for the photographer who requires a Contrast Enlarging Paper. The new Velour Black Contrast, just announced by Defender, is the embodiment of the ideal where a combination of extreme speed and sharp contrast with out black-

ing in the white—is an essential. It is free from white spots, (black ones too) and produces a print brilliantly lustrous in the blacks with a firm but even gradation in the whites. It comes in the gloss and semi-matte single and double and the matte double weight surfaces. In ordering, specify, "Velour Black Contrast Fast."

BEATTIE LAMPS



To anyone interested in artificial lighting devices, we extend a cordial invitation to inspect the complete line of Beattie Hollywood lamps. A full line of lamps, spotlights, and reflectors is on display on our third floor and it will pay you to be familiar with them.

If you are unable to call, ask our salesman, who calls on you to show you his sample prints and tell you about them.

Beattie Lamps can be installed in your studio on monthly payments from Hirsch & Kaye.

TWO USEFUL LIGHTS

Here are two of the several lighting devices made by the Max Mayer Company, whose advertisement appears on page 18. On the left is the SUPERLYTE JR., using a 1000-watt, which is equal to 4000 candle power. Can be used as a hand lamp or on a stand. Wings on top and bottom and sides place the light just where you want it. Very light in weight.

Superlyte Jr. \$25.00
1000-watt-T20 lamp 5.50
Telescopic stand
(25 inches) 7.50

On the right is the SUPERLYTE LANTERN. It can be used as a flood-light or, by the addition of a hood provided, it becomes a spotlight. Uses a T20-400-watt lamp.



Superlyte Lantern \$12.00
T20-400-watt lamp ... 3.20
Folding Stand 4.50
Carrying Case 6.50

A farmer went to the depot to secure a crate of chickens he had ordered. On the way home the crate broke and the chickens escaped. Fortunately the farmer rounded up 12 of them but wrote to the seller in an angry mood giving them

the whole story. A few days later a reply came to the following effect: "In answer to your letter beg to advise you may consider yourself fortunate inasmuch as we sent you only 8 chickens."

THE BARGAIN COUNTER

We offer several backgrounds at reduced prices. These grounds were on display as demonstration and are in good condition. Several are like new. Size 5x6 and 8x8 and 8x7. Send for illustration and special prices.

-- --

In a recent shipment we received a few Ferrottype Plates not up to usual standard. They are still serviceable and we offer

28—18x24 plates at 75 cents each.

29—10x14 plates at 15 cents each.

-- --

Some photographer will want this No. 4 Century Studio Stand which is quoted at only \$17.50.

-- --

There is also a No. 2 Century Studio Camera with sliding glass ground carriage to receive current slide holder. The bargain price on the camera is \$19.50

-- --

Some people still prefer to use horizontal enlarging equipment and we have a 5x7 Burke & James horizontal enlarger. This is fitted with 9-inch condensing lenses and a 600-watt lamp. The greatly reduced price is \$55.00.

-- --

Somebody has need of this 7x11 Eastman View Camera with two film holders and case. Special price \$49.50.

-- --

You can now buy an Eastman print washer fitted with 110-volt model at a bargain price. The one we offer is quoted at only \$32.50.

-- --

To the home-portrait man we offer a 4x5 Korona View Camera with carrying case and one plate holder. The price is \$24.50.

A similar small camera is offered in plate holders and fitted with Series III Dagor lens in Dagor shutter. The price complete is \$60.00 or will sell the camera without lens for only \$25.00.

-- --

For a larger camera we offer an 8x10 Korona home-portrait camera fitted with a 3-inch new silent shutter. This outfit complete is offered for \$32.50.

-- --

Convert your tray into an efficient print washer by installing this used tray syphon. As serviceable as new and offered for \$3.50.

-- --

A Majestic Dry Mounting iron is a handy thing to have in the workrooms. Electric heated and requires no special wiring. The price on the one we offer is \$6.75.

-- --

To the photo finisher we offer a used Seattle specialty printer capacity 5x7 or smaller. This printer will earn its cost in a few months as the price is only \$19.25.

-- --

Here's a real bargain. Two 10x17x42 Stoneware tanks with 29-gal. capacity. They have been used but are in excellent condition. Special price \$15.00 each.

-- --

An 8x10 R. B. enlarging camera is a very efficient accessory to install. The special feature of the revolving back enables you to center the horizon regardless of the angle at which it was taken. The one we offer is quoted at \$17.50.

-- --

A good lighting unit for the camera just mentioned is this used 19E Paralex reflector which will completely cover an 8x10 negative. The cost of the Reflector is \$27.50.

TO ESTABLISH NEW COPYRIGHT BUREAU

Will Give Association Members Assistance in Protecting Their Work



A copyright bureau is being organized by the Photographers' Association of America to give members information and assistance on copyrighting photographs.

Setting up of the bureau was authorized by the directors at their recent Louisville meeting.

The average photographer takes many photographs of local and national celebrities, meetings, and the like which should be protected by copyright. Copyright gives the photographer complete control of negatives and prints and the exclusive right of reproduction.

The procedure is very simple. Write to the Registrar of Copyrights, Washington, D. C., for blank copyright forms, which are free. Mark a small letter "c" in a circle, followed by initials, monogram, mark or symbol of the copyright, on the face of the print. Mail the copyright form to the Registrar of Copyrights with a 50-cent fee at once. Print your name and the date of copyright on the back of the print or mount.

Two books of forms for copyright use are being prepared by the association's new copyright bureau with competent legal authority. One contains copyright-license forms for releasing photographs for reproduction. The second contains forms for the subject's release of rights in the print, as in the case of models.

These books will carry the association seal and will be sold at cost.

—*Pathfinder.*

-- --

The French Senate formally approves and demands moving pictures in all the schools of France, from kindergarten to higher institutes of research.

French schools, far ahead of our backward public school system, already have

4,000 projecting machines and several million feet of educational film. Edward Herrlot, French minister of public instruction, says moving pictures must be used to the limit to educate children in schools and also in "worldwide propaganda." (*One good picture would teach children in fifteen minutes more about Lincoln or Washington than books could teach in fifteen weeks.*) Mr. Eastman, in Rochester, and William Fox, in New York, are making educational pictures. The cities and the nation should finance them.—*S. F. Examiner.*

-- --

A PLAY ON HEARTS

Once upon a time a queen's heart was won by a king. He had a large diamond which cost lots of jack. People at the wedding saw a great pair.

One night, however, the king played the deuce by coming in late. Whereupon the queen grabbed a club from a tray. But the king would not admit that he was beaten. He tried trumps, handing her four tens, remarking, "Do some shopping with what I won."

So they lived happily ever after, and no spades were needed.—*Texas Ranger.*

-- --

ALONE, ALL ALONE

Have you ever tried to spend an evening all alone in a room without books, without newspapers, without music?

All alone, with nothing but your thoughts to amuse you or instruct you?

Try it sometime. The experiment will help you to know yourself.

It is not recorded that Abraham Lincoln ever bored himself, and yet he spent a great deal of time alone, apparently doing nothing—except thinking.

The world wants your ideas, your thoughts, your conclusions, and will pay you handsomely for them if they are new and original.

Dig down into the corners of your brain. Turn over the top soil.

A quiet evening spent alone with yourself may reveal a gold nugget, or possibly a diamond.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

This is the best season to buy a studio. Consider carefully this list of locations available.

California

Berkeley
Burlingame
Dos Palos
Jackson
Lindsay
Madera
Merced
Oxnard
Oakland

Palo Alto
San Bernardino
San Francisco
Santa Barbara
Stockton
Turlock
Ventura
Woodland

Oregon

Ashland
Baker
Freewater
Grants Pass

Klamath Falls
Medford
Salem

Washington

Chewelah
Concrete
Seattle

Snohomish
Tacoma

Idaho

Twin Falls

Nevada

Reno

McGill

INFORMATION WANTED

The Service Desk desires information about the following:

C. R. Mandeville, formerly of San Mateo.

R. G. MacDonald, formerly of Stockton.

Daniel Sheehan, - - - - -

P. Hanlon, formerly of Corning and Gerber.

P. J. Standar, formerly of Dunsmuir.

H. M. Collett, formerly of Eugene, Ore.

The Advantages of **DEFENDER FILM**

*Why Defender Film will give
you not merely average re-
sults—but the best.*

- 1 Defender Film is coated on a base of glassy clearness, without deceptive tint. You read the negative as you would a dry plate. It prints as it looks.
- 2 The Defender Film negative has a transparence even beyond that given by the crystal clear, tintless base. This clearness extends to the emulsion itself—which is extraordinarily free from veiling.
- 3 There is generous speed with ample latitude. Values in shadow and highlight, every delicate detail, register in the print because of the exceptional translucency of emulsion and base.
- 4 The coating is smooth and fine. The Defender Film negative is as suitable for projection printing as for contact.
- 5 The film is color sensitive to a practical extent, giving true value to flesh or draperies—and reducing retouching to a minimum.
- 6 Then the expected film advantages—light weight, freedom from breakage, and storage economy.

It will pay you to try Defender Film; to learn how it lightens your labor and improves your work. This involves no change of method. Defender Film works best with standard formulas.

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER

Convenience would be a sufficient reason for using Film, were it only the equal of glass plates, but it was superior quality that switched the majority of life-time users of glass plates to Eastman Portrait Film, *Par Speed—Super Speed* and Commercial brands.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

^{HT}E FOCUS

Published Monthly in the Interests of Professional Photography

Vol. 4

January, 1928

No. 1

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OF SCIENCES - LIBRARY



The Skylight Age

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

Developer

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AMIDOL METOL
HYDROKINONE
PYRO RODINAL
GLYCIN

AGFA developers are made in the largest chemical factory in Europe by skilled chemists who have constantly tested, improved and produced for the last thirty years until we have—

PERFECTION

AGFA developers produce that "something different" in a negative.

Ask us about them!



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Atlanta, Georgia
48 Auburn Ave.

Chicago, Illinois
180 No. Wabash Ave.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

JANUARY, 1928

Number 1

: IN THE PROFESSION :



BERKELEY

According to all known rules, the subject of the month's article should have been a railroad man, for his father was a train dispatcher for

the B. & O. R. R. at Moore Hill, Indiana. Which prompts you to guess that George Ernest Ferriter was born in the Hoosier State. When he was three years old his dad was transferred to the S. P. Station in Sacramento, California, which no doubt later caused the boy to turn to photography.

When fifteen his desire to paint and draw led him to attend the Crocker Art School in Sacramento. A year later, he found employment in a photo studio after school hours, gradually forsaking the brush for the bulb.

Shortly after he obtained a position as assistant operator in the Bushnell Studio, and learned many things from Mr. Bushnell's methods.

Among the several positions held was one as a salesman on the Hirsch & Kaye staff, which he held for four years. The opening of the Panama Pacific Exposition in 1915 gave him unusual opportunities and at the close of the exposition he received a medal for efficiency in his photographic studies of the event.

Locating in Berkeley in business for himself, he made good immediately. He now occupies a new studio at 1479 Solano Avenue with an eight-room laboratory.

There are still many people who believe pictures cannot be made in a studio on rainy or cloudy days. This impression on the part of the public is a heavy contributor to the depression or slack season that follows the Christmas rush.

What have YOU done to correct this condition?

Many photographers have installed modern artificial lighting equipment and are entirely independent of daylight. One of the advantages of an installation like this is that it enables the photographer to make appointments for evening sittings, for the all-day workers, doing away with Sunday opening to a large extent. Why should a photographer work seven days?

Other photographers have the artificial lighting equipment but are content to use it only on work done away from the studio.

We smile at the person who still believes sunlight is needed for a good portrait, but what about the photographer who is content to let this person remain in ignorance of his false impression?

Tell the people of your community this idea of pictures is as out of date as King Tut. Tell them you can make as good pictures (or better) in January, February, or any rainy day, as you can in June or before Christmas. You won't be overwhelmed with orders, but weddings, birthdays, christenings and other events take place all year 'round and our suggestion will help to equalize your work and overhead expense, and obtain orders that would otherwise be postponed and forgotten.



Ansco Memo Camera

50 Pictures on a
50-Cent Film

Prints for your
album—projection
rolls for the
screen

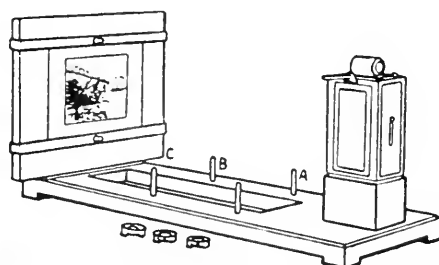
*Wide scope—low cost—
infinite convenience—new thrills*

ASIDE from the purely popular appeal, which is tremendous, the convenience and economy with which hundreds—and thousands—of Memo pictures can be made, has given the Memo camera an unusual appeal to scientists, writers, lecturers, engineers, industrial experts, research men, industrial executives, publicity workers, and specialists in many other fields.

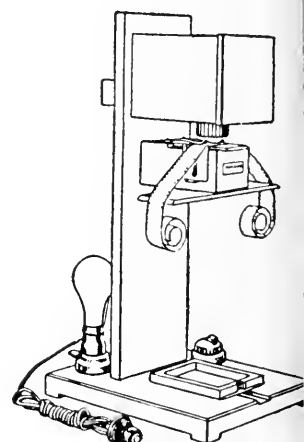
Regular Model, F6.3 Anastigmat, Fixed Focus	\$20.00
Advanced Models, Focusing Type (near point 3 feet)	
With Wollensak F6.3 Velostigmat	\$25.00
With B. & L. F6.3 Anastigmat	30.00
With Wollensak F3.5 Velostigmat	35.00
With B. & L. F3.5 Anastigmat	40.00

COMPLETE LITERATURE, INCLUDING 48-PAGE BOOKLET, SENT
FREE ON REQUEST

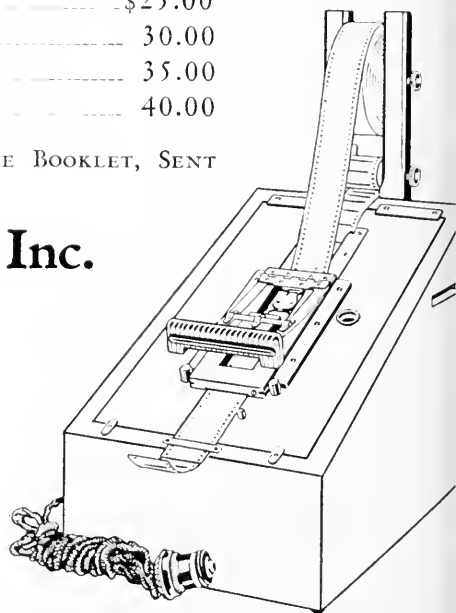
Ansco Photoproducts, Inc.
Binghamton, N. Y.



Memo Copier, \$15



Memo Enlarging Printer, \$5



Memo Positive Film Printer, \$30.
For Printing Projection Rolls



CAMERA TAKES
THIS SIZE



ENLARGEMENTS
2 x 3 AND 3 x 4
(Memo Enlarger)



STILL-FILM
PROJECTORS
\$3.75 TO \$57.50



Uses Photography's Most Powerful Appeal

Childhood's appeal and charm feature very effectively a series of blotter advertisements used by the Eleanor F. Jones Studio, at Holland, Michigan. Into the copy are introduced the idea of the passing years and the plea to "keep the children as they are today, for all time" through a photographic record.

Clever illustrations of children at characteristic moments win and hold attention. More than that, there is featured in illustration and copy the appeal to love, affection, friendship which is the most powerful motive in leading people to have their photographs taken and to want photographs of others. Photographers might to extreme advantage put this appeal to work much more widely than is generally done.

"Your children won't be little long, but photographs will keep them as they are today, for all time. Telephone us today for an appointment—then make the record picture a regular yearly event," is the message of one of the blotters. The slogan, "Photographs Live Forever," drives home the point.

Another says, "In another year *how different* that boy or girl of your will look—but photographs of children never grow up. Let us help you keep a picture record of their childhood."

The blotters, an entire series of which are used by the Jones Studio, are left on desks in banks, the postoffice, and similar buildings and thus reach hundreds of persons who might not otherwise get the message of photographs.

Blotters featuring the love appeal can be used by photographers generally for distribution in this way. They can also be left advantageously in offices of lawyers, doctors, real estate men, and similar places in the business district. They can be mailed out to the studio prospect list. Think it over! (*Pathfinder*).

ANSCO NIPPON CREPE

WHITE—BUFF

The Professional Cyko emulsion coated on an exquisite Japanese-type stock of almost triple weight—that is Ansco Nippon Crepe.

A specialty which is at once unusual, new, and of immediate appeal in connection with portraiture of the highest type, bringing larger profits and extended prestige.

Nippon Crepe may be ordered from Hirsch & Kaye.

Prices of Principal Sizes:

	Doz.	GROSS
4 x 6	\$.35	\$ 3.25
5 x 7	.60	5.75
6 x 10	1.10	11.00
7 x 11	1.40	14.00
8 x 10	1.50	15.00
11x 14	2.90	29.00
12x 17	3.80	38.00
16x 20	5.90	59.00

Agfa Color Plates

Enable the Commercial Photographer to offer a *more* complete catalogue service to his customer by reducing art work costs and by producing more accurate color results.

AGFA Color Plates can be used directly for window display campaigns, and, through the photo-engraver, for circulars, catalogs, and other profitable purposes which readily suggest themselves to the wide-awake photographer.

Literature for the asking!

HIRSCH & KAYE

Distributors of

Agfa COLOR PLATES

Gevaert

Sensitized Photographic Products

FOR PERFECT PICTURES

NOW READY

Our New Combination

Price List and Catalogue
of

Gevaert Products

PAPERS - PLATES - FILMS

A Special Product for Every Specific Need

Write today for a copy—Dept. 8

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Chicago Office:
413-21 North State St.

Portland, Ore., Office:
345 Salmon St.

Dealers in principal cities of the United States

When Retouching use **A. W. FABER'S**



THE FINEST PENCIL MADE

17 degrees of hardness

6 degrees for positive

1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

Necessity for the Photo Retoucher
The WOLD Air Brush

*Simple
and
Durable*



*Easy
to
Operate*

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

THE SKYLIGHT AGE

The interesting and true picture on the front page of this month's issue was supplied by the Beattie Hollywood Hilite Company, creators of studio lighting equipment. Read about their lamps on page 21 of this month's and subsequent issues of THE FOCUS.

The scene is from "Sunrise" a recent Fox production. The photographer—J. Farrell McDonald. Subjects—George O'Brien and Janet Gaynor.

--:--

TRY THIS ON YOUR ENLARGER

A very useful suggestion has been submitted by Frank Collier of Bellingham, Washington. It provides a foot switch for enlargers not equipped with one and the cost is less than \$1.00.

Provide:

1 plug either solid or separable.

1 socket, either with or without turn button.

6 or 8 feet drop cord depending on length necessary to reach from present outlet to the floor.

1 door bell push button with porcelain button, not rubber, for that sometimes gets hot enough to melt.

To connect use one short piece of drop cord about three inches long; connect one side of plug to socket. Connect one wire only; connect the extension to each of the screws on bell button. Connect one wire of extension to the one side of the plug, connect the other wire to one side of socket making a complete circuit when button is pressed.

Button may be mounted on small piece of board and placed where convenient to step on. Be sure to trace circuit carefully before using for if wrong a fuse will blow out. This arrangement although inexpensive is most convenient when dodging becomes necessary as often happens. This plug and socket is connected BETWEEN the outlet and enlarger or other light to be used. Use it on a printer when doing quick-finish post cards and need both hands to care for negatives, etc.

THANK YOU, FRIENDS

The many interesting, artistic and novel greeting cards received and the good wishes they contained are gratefully acknowledged. Each one was an expression of that good will and friendship that makes our business relationship so enjoyable. That these cards were sent during the height of the busiest season of the year is recognized. Again, we say—Thank you.

--:--

NATIONAL CONVENTION

The National Convention of the P. A. of A. will be held in Louisville, Ky., March 27, 28, 29 and 30, 1928. What is it they say of Kentucky—a land of fast horses and beautiful women?

--:--

VETERANS—ATTENTION!

It is now possible to see actual motion pictures taken during the World War by Army and Navy photographers. We have many interesting reels of film in 16 mm. size showing every branch of the service in real action.

Veterans and others interested are invited to come and see the films.

--:--

Resolved; That, I will not participate in pessimistic gossip regarding business conditions; that, I will keep silent rather than add momentum to rumors of discouragement; that, I will consider the problem of re-adjustment as a personal problem; that, I will do the job in hand with courage, energy, honesty and enthusiasm.

--:--

Today is the best day you can have.

Yesterday is gone.

Tomorrow may not come.

Today is here.

Today is a new day.

Make the most of it.

--:--

Everything considered, including ourselves, none of us has a very hard time of it.

Plenty of Silver -ON- Hammer Plates

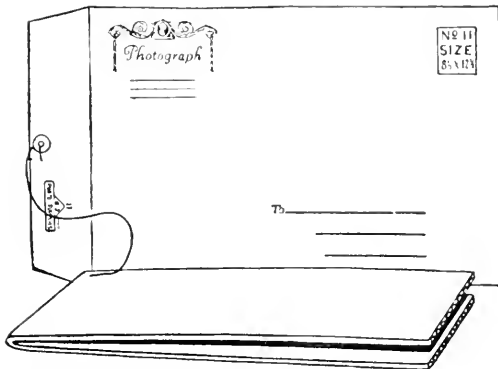
With shortest exposure HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity, and Brilliancy are their chief characteristics.



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - St. Louis, Mo.
159 West 22nd Street, - - New York City



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7⅝
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12⅜
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11⅝
*No. 11	8⅝ x 12½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! **PRICES** none can meet! **Prompt Shipments!**

Dry Plates, Motor Cars —Now Violins

An Article from *The Boston Post*

AFTER 78 years of activity in many fields, the creative mind of Freeland O. Stanley, of Stanley motor fame, is not inactive, his latest hobby being violins. A modern workshop is maintained at his estate on Waverley Avenue, Newton, and there with the aid of expert advice from famous musicians he makes violins.

The first instrument he built was made in 1865, when he was a lad of 16 living in Kingsfield, Me. This same violin occupies a place of honor in his shop, and he occasionally "fiddles" on it. The writer says "fiddles" because Mr. Stanley explained that he does not play but just "fiddles" such tunes as the "Arkansas Traveller."

Carlton F. Stanley, a nephew of the former automobile manufacturer, is also apt at the hobby of making violins, and

works side by side with his uncle. The two men have spent years in experimenting with varnishes alone.

Photographic copies of the most perfect Stradivarius which is in a museum at Florence, Italy, are kept at the Stanley shop, and a careful comparison is maintained when they are making an instrument.

A "citizen" jury composed of musician friends of the Stanleys, test the violins to determine their musical quality. If the tone does not suit these masters, then the instrument is rebuilt. Fine-grained maple and other grades of the same wood are used, and the finished products are supposed to be of uniform quality.

Mr. Stanley was associated with his brother, the late Francis E. Stanley, in the Stanley Dry Plate Company which began operations in the '80's and in the manufacture of steam-propelled motor cars beginning in 1897. Both ventures, and others, were remarkably successful.

New Photo Service for Users of Commercial Pictures



Commercial photographers in 600 cities, working through the Photographers Association of America, have organized a co-operative service through which advertisers desiring to secure photographs in any section of the country can do so through their own local photographer. In certain aspects the plan soon to be put into effect follows the lines of that followed by the Florists Telegraph Delivery

Association.

Through it an advertiser can order a photograph from his local photographer, who transmits the order to a co-operating commercial photographer situated at the point where the picture must be made. The local photographer then receives the negative and delivers the finished picture to the advertiser.

Charles D. Kaufman, of the Kaufman & Fabry Company, Chicago, is in charge of this newly organized service. Headquarters of the service will be with the Photographers Association of American in Cleveland.—(*Printers Ink*).

The above mentioned service is not new to several of our customers, as we have been giving information of this nature for sometime.

Whenever you wish to obtain the name of a photographer in any town on the

Pacific Coast, we can give you the right names. Ask for the "Service Desk."

—:— —:—

The cynic is one who knows the price of everything and the value of nothing.
—Oscar Wilde.

DO YOU WANT TO EXHIBIT PRINTS AT THE JAPAN SALON?

The second International Photographic Salon of Japan under the auspices of All Japan Association of Photographic Societies will be held in Tokyo, May 1st to 14th, 1928, and at Osaka, June 1st to 7th, 1928. This Association extends a cordial invitation to all American photographers to exhibit and it is open to both professional and amateur photographers. The conditions of entry are as follows:

1. Prints of any photographic medium may be submitted.
2. Prints of one contributor must not exceed six in number.
3. Size of prints must *not* be less than eight inches in length.
4. Foreign contributors must send *one dollar*, or its equivalent, as the entrance fee. Several contributors forwarding their entries together must each send the fee.
5. The entrance fee and entry form must be sent separately from the prints. The entry form must be accompanied by remittance, addressed to:—

THE INTERNATIONAL PHOTO- GRAPHIC SALON,

Tokyo, Japan

The last day for receiving prints is March 31, 1928, and any photographer in the States who is interested in exhibit-

ing can obtain an entry blank from Wollensak Optical Company, Rochester, N. Y.

-- --

The following sentiment from a letter received from W. G. Connell, Dinuba, is too good to keep to ourselves. It is inspiring.

"I never got into such a jam as I was in this season, but succeeded in getting out everything except a little colored work. Tired, yes, stupid for lack of sleep, but into how many homes has my work gone, 'Oh! Grandpa come, see little Bobbies picture,' and two old heads drew close together, two trembling hands together held the little chaps photo— Surely its worth all our effort, when we think of our work carrying so much good cheer and that the photographs we make may in time be included among their most treasured possessions."

-- --

ROBERT EARLE DERBY



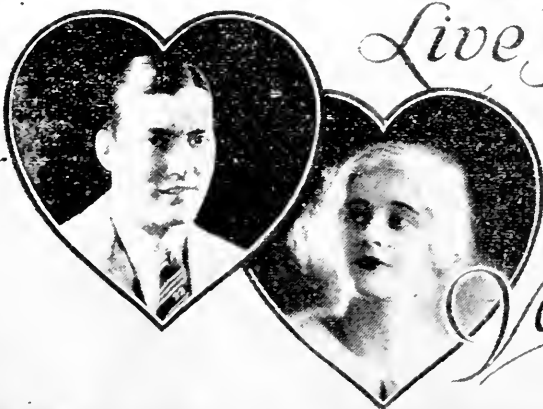
Here is the picture of Mr. Derby that should have been used in the article about him in the December issue. The omission was not caused by modesty on his part, but was probably

caused by the Christmas rush with which we were all affected.


PHOTOGRAPHS

Live Forever

*-only YOU
can give your
Photograph*

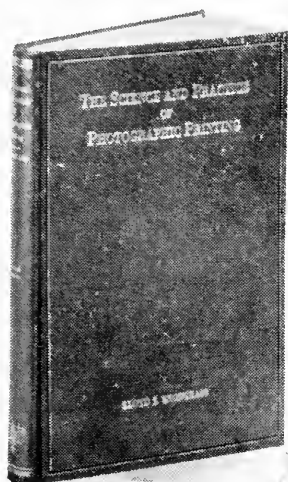


Valentine's Day



The Science and Practice of Photographic Printing

Second Edition Completely Revised
By LLOYD I. SNODGRASS, B. S.



This revised edition is one of the best books on photographic printing that you can obtain.

It should be on the book-shelf of every photo finisher as well as in every portrait studio.

310 pages—54 illustrations. Bound in cloth. PRICE, \$3.00.

PROBUS

PROBUS is a preservative paint or varnish manufactured especially for photographic purposes. It will not affect the most sensitive solution and is impervious to the action of any of the chemicals used in photography. Applied to wood, fibre, or similar compositions, tin or iron, it renders the material proof against water, acid, alkali, and rust.

PROBUS lends itself splendidly to the home production of wooden trays, sinks, and similar receptacles used in photographic workrooms. Used as a paint for shelves and floors, it means a clean, dry, dark room. A half pint trial tin sells for 45 cents and will save almost as many dollars.

Pint 80c Quart \$1.25 Half Gal. \$2.05
One Gallon \$3.75. Five Gallons \$16.75

Hirsch & Kaye

239 Grant Avenue
SAN FRANCISCO

Annual Publications



American Annual

Replete with information and illustrations that will be found interesting and useful to everyone interested in photography.

Cloth Bound, \$2.25
Paper Bound, 1.50

British Journal

The 66th issue of this standard publication. It is profusely illustrated and includes a review of most of the new materials and apparatus used in photography.

Cloth Bound, \$1.50
Paper Bound, 1.00

Order your copies, now!

DRY MOUNTING TISSUE

Quite a few of our readers have installed dry mounting presses. They will be interested to know that we can supply Dry Mounting Tissue in larger quantities than those listed. We can supply:
100 yard rolls 20 inch wide for \$13.00
50 yard rolls 20 inch wide for 6.50

Other large sizes on application.

If you have not installed a Dry Mounting Press you are overlooking a great convenience and time saver. Even if you mount only a few prints a day, the smooth finished appearance of your work will justify installation. Prices and terms on application.

A young couple we know have two movie films, taken by themselves, with a Filmo camera, that you couldn't buy today for a million dollars each. One shows a beautiful gray-haired mother, like yours, chatting, smiling, once more happy as a child preparing for a November holiday.

The other is the first-year movie biography of a cooing, laughing baby. The pictures even show that he *cried* sometimes. Today he is nearly four years old, and how he has changed!

Sterling Developing Tanks Will PAY YOU!!

SAVE TIME,
MONEY,
SOLUTIONS

*Large capacity
Low Cost
Best Results*

AMATEUR FINISHING
OUTFITS

Immense daily output. Consists of enameled Water-jacket, a developing tank and a fixing tank. Middle space for washing and rinsing. Circulating water for temperature regulation.

DEMAND STERLING
(The name "Sterling" is stamped under rim of every tank.)

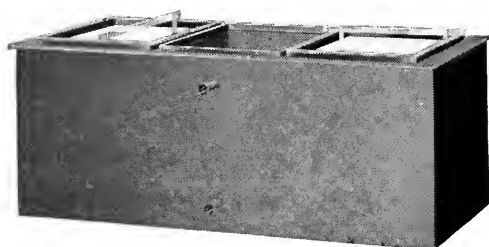
MADE IN TWO SIZES

5x12x42 in. tanks hold 10 gallons
8x12x42 in. hold 17 gallons. Both
Blue and White tanks.

Sterling Photo Manufacturing Co.

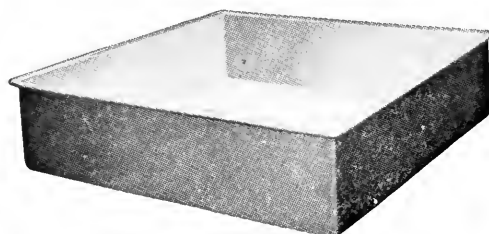
Order from your Dealer or send us his name
"Pioneer Tank Builders" BEAVER FALLS, PA.

GOOD NEWS! Yes
Two Sizes Commercial Outfits



Size No. 1—For both 5x7 and 8x10 Hangers. Interchangeable.

Size No. 2—For users of 5x7's ONLY.
Most complete and economical.
WHITE ENAMELED FIXING BATHS



For all sizes of prints. That extra depth and roominess saves time, labor and expense.

STOCK SIZES: 10x22x5 in.

12x16x5 in. 16x20x6 in. 18x22x5 in.
18x24x6 in. 20x24x6 in. 20x30x6 in.

--For--

Home Portraiture and Home Movies

"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.

TO MAKE SQUEEGEE WORK SAFE AND EASY

— USE —

PEEP-O-DAY and YALE CLOTH

Either one works satisfactorily and unfailingly by itself

—but the combination of both is best

For Sale by HIRSH & KAYE, San Francisco



Things You Should Know---

STAINS

THEIR CAUSE, PREVENTION AND REMOVAL

By J. I. CRABTREE

*Research Laboratory Eastman Kodak
Company*

Most photographers have discovered that after storing away a perfect negative it will at a later time show an ugly brown stain, or after developing a batch of prints in the dark room an inspection under the white light will reveal yellow stains for no apparent reason. The prints can easily be made over again, but not so with the negative. It is the purpose of this article and others to follow to explain how and why such are produced, how to prevent them, and whenever possible, how to remove them.

Generally speaking a stain is any deposit, foreign to the photographic image, which will absorb light and is therefore, capable of producing an image during printing, although in every day language, the word stain is associated with something colored. A photographic stain can, therefore, be considered as a deposit on a photographic positive or negative whose color is foreign to that of the photographic image. This definition will, therefore, include colored spots, irregular colored markings, and general stains.

For purposes of reference, stains are classified according to their color and the remarks apply to all photographic sensitive materials that are coated with a gelatine emulsion which after developing and fixing consists of a layer of gelatine in which is imbedded an image of silver or one of its compounds. Use of the word film refers to such gelatine silver image.

In this article we will consider one of the several stains, and we will proceed with White Stains, of which there are

four kinds.

The first is:

A WHITE POWDERY SCUM.

If this is removed by washing it consists of hypo crystals and is due to insufficient washing of the film. If it is insoluble in water, and therefore, not removed by washing but is dissolved by sodium carbonate or acetic acid, it consists of aluminum sulphite. This solubility test can easily be made by placing a drop of a 10% sodium carbonate solution on the edge of the film and then washing by dipping in water. If on drying the film is clear, then the deposit is most probably aluminum sulphite providing an alum fixing bath was used.

The acid fixing bath most commonly used consists of a mixture of alum, acetic acid, sodium sulphite, and hypo, or in other words, a mixture of hypo and aluminum sulphite dissolved in acetic acid. If sodium carbonate is added to this, the acid is neutralized forming sodium acetate, and as soon as the amount of acid in the bath falls below a certain critical value the aluminum sulphite comes out of the solution turning the bath milky and deposits as a white sludge, which settles on the surface of the film and is not removed in the wash water.

Since developer is carried over to the fixing bath by the film, only a definite number of plates or prints can be fixed before the critical point is reached and the precipitation of the sludge commences.

(Continued on page 19)

PHOTOGRAPHERS HAVE NEED OF THIS LAMP

The Duplex Jr. Light is a portable Twin Arc Lamp of proven efficiency. It burns remarkably quietly and can be operated on any house wiring. Ideal for small studios and home portraiture. A silk diffusion screen is supplied.

The Duplex Jr. may be taken apart and packed in convenient carrying case 23 x 12½ x 7½ inches in size. Case is included in outfit. Light—weighs but 27 pounds when packed. Substantially built and guaranteed to give service. Now supplied with new improved reflector.

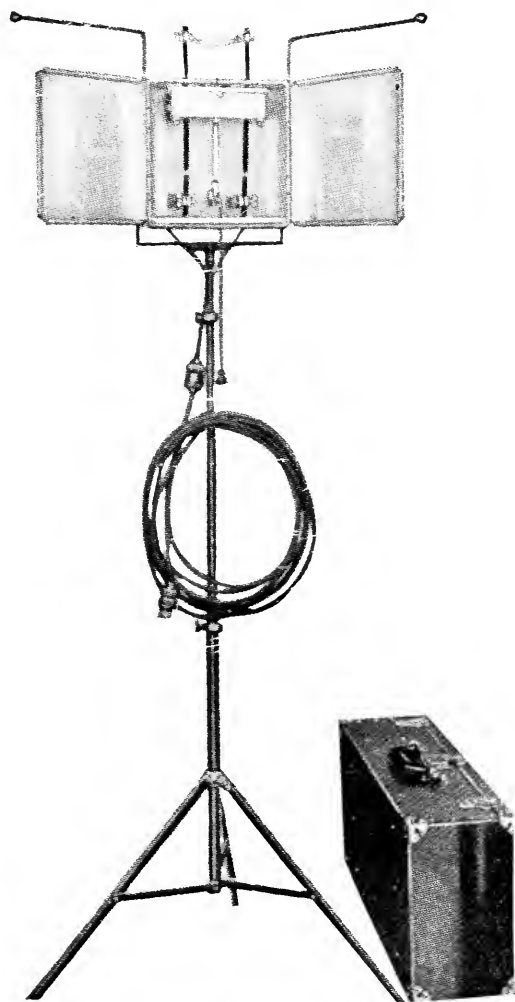
Price, Complete, including Case, \$65.00

Terms if desired

FOR SALE BY

HIRSCH & KAYE

*Headquarters for Studio and Artificial
Lighting Equipment of Every Description*

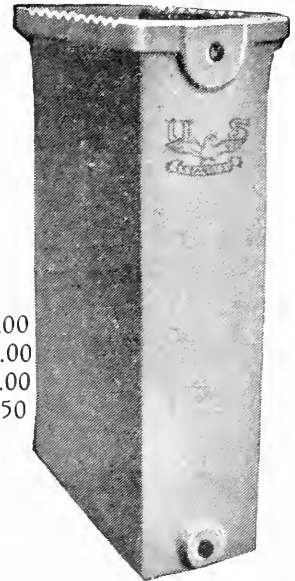


Taken with One Duplex Jr. Light; W.A. Lens; f:12.5—6 seconds; no Diffusion.

New Low Prices on

Developing Tanks

Made of ONE-PIECE, acid proof chemical stoneware,—everlastingly incorrodible and leak-proof. Each tank is unqualifiedly guaranteed to be acid, alkali and corrosion proof with and without the glaze and to give full and complete satisfaction in every respect.



10 Gal. (8x8x38")	\$19.75	24 Gal. (14x9½x42")	30.00
14 Gal. (8x9½x42")	23.00	Pako (11¼x11½x42")	30.00
18 Gal. (10½x9½x42")	26.00	29 Gal. (17x9½x42")	35.00
20 Gal. (16x8x38")	27.50	48 Gal. (20¼x11¼x48½")	49.50

THE U. S. STONEWARE CO.

Works (since 1865): Akron, Ohio
New York Office: 52 Church St.

Carried in Stock by Hirsch & Kaye

U.S. STONEWARE

ACID PROOF

:: At Your Service ::



HARRY A. RIEF

Harry has charge of the Fifth Floor Stockrooms and your orders for mounts, portrait film and numerous other sundries find their way

to his hands for attention.

At about the age he was first able to determine right from wrong he left Philadelphia with his parents and headed for California.

In high school between basketball and

swimming he found time for study and laid a foundation for a career in engineering. This course he now pursues at night school.

His vacations are spent in the mountains astride a horse. "Let those have cars that want them," he says, "but I'll cast my lot with Paul Revere." It would seem that four years among the "mounts" on the fifth floor has had its influence.

One of his virtues is a liking for good books. Kipling and Service rank high in his estimation of poets. We've heard him recite "Gunga Din" and "The Spell of the Yukon," in a manner too good for the lonely corridors of a stockroom.

:: PROFESSIONAL SERVICE ::

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PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

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**I Buy Used and Discarded
Portrait, X-Ray and Moving
Picture Film**

Highest Prices Paid

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PORTAGE, WIS.

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Send Your Orders to

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SAN FRANCISCO, CALIFORNIA

YOU HAVE

A SILVER MINE

Operate it without labor, odor, or
inconvenience, with

Kan-Rite

The modern Hypo House or
1000 Per cent PROFIT
at your supply house or

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Portage, Wis.

Newest Designs in Backgrounds



NEWEST BACKGROUND DESIGNS

An exterior, good for groups or individual figures. Rather subdued in design. Can be furnished with lighting as illustrated or reversed. Be sure to specify when you order. Wall ground is painted with water color, floor cloth in oil.

8x8 or larger _____ 25c sq. ft.

smaller _____ 30c " "

Floor cloth (extra)

15c " "



"JERRY'S" CORNER

By HIMSELF

I was reading where some smart people was telling just what was going to happen this year. Well—why not—all you need is a round piece of glass or some cards, look dizzy for a while and then spread the good news.

-- --

It looks easy enough, so I thought I'd try it. I thought a good lens would do for a crystal, so I looked through a Kalosat lens what they told me was made of crystal. But all I could see was the world upside down.

-- --

It don't take no prophet to tell that the world is upside down, so I went home and got my dad's pinocle deck to see what the cards said about it.

-- --

First I drew the king of clubs. That means 478 photographers will get letters this year, asking them to pay their bills. Next is the jack of clubs, what means 477 of these will get sore for asking.

-- --

The four of diamonds tells me a big automobile man will start to sell a popular car with four wheel brakes.

-- --

The ten of clubs tells me Bush will drive fast in all parts of California except Watsonville. (Ask him).

-- --

The 8 of spades and the 9 of diamonds. One means work and the other means fire. I have it—Forest fires in August and September.

-- --

The tray of spades—There will be a drop in the fruit crop if it aint picked off the trees in time.

The next card has a "J" on it and the next is queen of hearts. Looks like a wedding! Gosh—is it me?

-- --

Now I get the deuce of clubs. Looks like trouble in that wedding.

-- --

Haven't seen any diamonds for a while so I predict that we will have a touch of winter at the beginning and end of this year.

-- --

Two kings and a jack in a row. I predict that two (2) men will be nominated for President, but one (1) of them will not make it.

-- --

Here's a diamond and it's a queen. That means that some rich man is going to be sued for breach of promise.

-- --

And the Ace of spades. Some photographer-golfer is going to make a hole in one (1).

-- --

Now the jack of spades. Some photographer will invent a do hicky that someone else patented twenty (20) years ago.

-- --

Can you beat this.—an ace—nine—deuce and eight spot of hearts. That's real trouble, because it means 1928 is leap year.

Yours for safety-first,

JERRY.

Gentlemen:

Your letter of October 8th duly received, in reply to same will inform you that I am very much impressed by your service, of honest effort, and also by the fact that you so cheerfully render it.

It will be my object to fully respect and consider kindly every offer that you may send me.

I feel very much indebted to you, at the present I am only at liberty to send you my most hearty thanks. I am, sirs,

Very faithfully yours,

C. C. J.

--

--

Nearly all of the equipment in my photo-finishing establishment was purchased of you. My business relations with you have always been pleasant, covering a period of more than thirty years, and I am sure will continue so.

Very truly yours,

W. F. H.

--

--

I must say I am well satisfied with all materials, and apparatus bought recently by me for my new studio.

I also wish to thank you for the splendid services with Mr. Derby afforded me i e., many hours of his own personal time by giving me the benefit of his experience in helping me to arrange the new modern light to a much better effect, which I had not been accustomed to. My results are now excellent.

Thanking you once again for your real good service which is well appreciated. Hoping to be one of your best customers in the near future.

W. G. D.

--

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WE MAKE OLIVES

We know how

During the Christmas rush we received a great many telegraphic orders which naturally called for all sorts of material. The most interesting one was an order which became confused in transmission and read—50—8x10 Olives.

Mr. Bogue, who is accustomed to reading between the lines, sent Oliver folders which was correct.

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Produced	
3 1/4 x 4 1/4"	3 x 4 "	\$ 2.00
4 x 5 "	3 1/2 x 4 1/2"	3.00
5 x 7 "	4 x 6 "	3.50
8 x 10 "	7 x 9 "	5.00
10 x 12 "	9 x 11 "	10.00
11 x 14 "	10 x 13 "	15.00

At temperatures around 65 degrees F. usually a further quantity of acid may be added to the fixing bath to compensate for this developer carried over, though in warm weather there is danger of sulphurization (see below).

In order to prolong the life of the fixing bath and prevent the formation of aluminum sulphite it is therefore advisable to:

(a) Rinse the film between the developing and fixing so as to remove as much developer as possible.

(b) Use a developer containing a minimum amount of alkali.

(c) Use an acid stop bath between the developer and fixing bath. Stop baths should always be used with discretion, otherwise an excess of acid is carried over to the fixing bath which in turn causes sulphurization.

A suitable stop bath consists of a 2.5% solution of sodium bisulphite.

If the aluminum sulphite sludge still appears after observing the above precautions, then either the acid hardener was not mixed correctly (probably too little acid was added) or the acid used was not up to strength, or too much sulphite was used.

Precipitation may take place on the print or negative with a very alkaline developer even when the fixing bath is clear if no stop bath is used. This is due to the fact that precipitation occurs before the developer has time to diffuse away from the film. A rinse or stop bath in such a case is absolutely essential.

REMOVAL OF ALUMINUM SULPHITE STAIN

In view of the solubility of aluminum sulphite in caustic soda, or sodium carbonate, the scum is easily removed by bathing the film for a few minutes in a 5% solution of sodium carbonate and washing thoroughly. If the temperature is above 65 degrees F. it is advisable to harden the film for 2 or 3 minutes in a 3% solution of formalin and then wash before the above treatment.

THIS BOY KEPT HIS EYES OPEN

One day a lady came into my studio with a little boy of five whom she wished photographed. She had been to another place with him, but had not gotten satisfaction. She gave me to understand there must be no foolishness about my pictures—no moves, or other blemishes.

I posed the boy and pressed the bulb. When everything was over the little fellow said: "Mama this man doesn't make pictures like they do in that other place."

"Why what is the difference?" asked the mother.

"Oh, that other man takes the lid off when he makes a picture, but this man just uses a syringe and squirts them out!"

C. FERRIS SMITH,
Coleville, Wash.

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Dress It Up !

Have you ever tried to improve business and add to your sales volume and your profits by selling your customers a better grade of work? Time and time again you can sell a more costly order to a customer by using more expensive mountings, a better grade of finish, new background effects and all the little touches that go to make the photograph distinctive. Don't overlook this bet. People nowadays want the best there is to be had, usually. Offer it to them.—*Pathfinder*.

--

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Build up to a standard, not down to a price.

--

--

The surest way not to fail is to determine to succeed.

--

--

"Do you make life-size enlargements of photographs?"

"Yes, madam—that is a specialty of ours."

"Then I wish you would make me one from this snapshot I took of St. Paul's cathedral."—*Passing Show*.

Two Advantages You Will Find Only In *Mallinckrodt* Photo Chemicals



Free Flowing



Crystal Clear

It Is only necessary to tilt the package and Mallinckrodt photo chemicals pour out on your scale to the desired amount. No caking either in the package or in solution when you go to dissolve them. You Don't have to filter solutions made with Mallinckrodt chemicals—they contain no impurities to filter out.

These Qualities naturally save you time and trouble and also give better results. You can't afford to do otherwise than use these "Physically and Chemically Controlled" photo chemicals.

*Your Stock House has them
Just Specify *Mallinckrodt**

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Beattie's Hollywood Flood - Lite Maxima III

The greatest studio light in the world.

The Maxima, will produce negatives of better quality on the average than the best of skylights, and with greater speed and reliability. Under perfect control of the operator, the lamp may be rolled about the room and directed at various intensities from any desired angle. The lightings may be softer or with more brilliancy and exposures made in one second or instantaneously.

The Maxima is a twin arc, operating on 110 volts, alternating or direct current without change. Equipped with a complete cabinet of auto body steel—(width 42 inches)—the direct rays from the arcs are enclosed except at the top where cabinet is advantageously left open.

A small polished aluminum diffusing screen is suspended from a rod in the housing, over the arcs and may be operated by turning a knob from either side of lamp and stopped at any position or flapped out of the way entirely. For even greater softness, or very low-keyed lightings a little screen of blue silk is hung in front of the tracing linen roller screen.

The light given at the lower amperage, 20 amperes, is quite fast enough for average sittings with quick-acting bulb shutter. With the light at maximum—35-40 amperes—and the tracing linen screen in position, exposures of children may be easily made in the 25th of a second at F5.6, par speed plate or film.

The rheostat, made to counter-balance the lamp head and cabinet, slides up and down on a polished brass standard. Owing to the large and well ventilated rheostat housing, the heat generated is entirely negligible.

The light or burning element is heavily constructed of brass and is very rugged and durable. Not warped by the heat and liable to get out of adjustment as are elements built of the lighter metals. Burns steadily and silently on direct and with but a low hum on alternating current. Trimmed high, with arcs near top of asbestos, lined housing as per directions furnished, the light will burn three or four hours without further attention. Carbon holders are readily accessible and carbons may be changed in a minute, even when lamp is hot.

The lamp head with cabinet tilts up or down. When tilted down a stronger light is thrown on the floor. Tilted upward the light is subdued on lower part of figure or hands, making a head screen unnecessary for this purpose.

The Maxima is splendidly made, and is finished in Nile green enamel—baked on—and striped in gold. Net weight 125 lbs. Boxed for shipment, assembled all but cabinet, about 250 lbs.

Completely equipped, the price is \$195.00. Sold subject to trial.





Always Alike—
HALOID RITO is Good
 to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
 Hard—Medium
 Brilliant Soft—Soft

Three Surfaces
 Matte—Semi-Matte—Glossy

Two Weights
 Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 1/2 x 3 1/2	\$2.65
2.65	2 1/2 x 4 1/2	3.35
3.50	3 1/2 x 4 1/2	4.30
4.00	3 1/2 x 5 1/2	4.95
4.75	4 x 6	5.60
5.00	4 1/2 x 5 1/2	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
 225 Fifth Ave.

BOSTON OFFICE
 101 Tremont St. at Bromfield

CHICAGO OFFICE
 68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
 Los Angeles Agent, A. H. MUHL, 643 S. Olive Street

:: THE BARGAIN COUNTER ::

We offer several backgrounds at reduced prices. These grounds were on display as demonstration and are in good condition. Several are like new. Size 5x6 and 8x8 and 8x8x7. Send for illustration and special prices.

-- --

Some people still prefer to use horizontal enlarging equipment and we have a 5x7 Burke & James horizontal enlarger. This is fitted with 9-inch condensing lenses and a 600-watt lamp. The greatly reduced price is \$55.00.

-- --

Somebody has need of this 7x11 Eastman View Camera with two film holders and case. Special price \$49.50.

-- --

You can now buy an Eastman print washer fitted with 110-volt motor at a bargain price. The one we offer is quoted only \$32.50.

-- --

To the home-portrait man we offer a 4x5 Korona View Camera with carrying case and one plate holder. The price is \$24.50.

-- --

Convert your tray into an efficient print washer by installing this used tray syphon. As serviceable as new and offered for \$3.50.

-- --

A Majestic Dry Mounting iron is a handy thing to have in the workrooms. Electric heated and requires no special wiring. The price on the one we offer is \$6.75.

-- --

A good lighting unit for enlarging is this used 19E Paralex reflector which will completely cover an 8x10 negative. The cost of the Reflector is \$27.50.

Here's a real bargain. Two 10x17x42 Stoneware tanks with 29-gal. capacity. They have been used but are in excellent condition. Special price \$15.00 each.

-- --

To make room for our 1928 line of Lane Bros. Advertising material, we offer a 50% discount on the following complete sets.

No. 127	-----	\$6.00 list
No. 227	-----	4.75 "
No. 327	-----	4.00 "
No. 427	-----	4.00 "
No. 527	-----	4.00 "

Supply limited—order today.

-- --

Here is an Eastman Motor Driver Print Washer with 110-volt motor for alternating current.

The price is low—only—\$32.50. Terms if desired.

-- --

Install this 10x12 single indirect safe-light lamp in your work rooms and avoid dark corners. Can be used with any color of safelight. Only \$6.00.

-- --

Just taken in—a Halldorson Home Portrait Flash Lamp. Very Portable—good for single figures or small groups. Price only \$22.50. Terms if desired.

-- --

To clear our stock of odd grades of plates, we offer very attractive prices on certain brands. If interested in plates at bargain prices, write for our list.

-- --

Here's an inexpensive, but good spotlight. It's a Beattie with 400-Watt Lamp, and collapsible stand. Price \$25.00

-- --

Need a lens? Tell us the size and type and we will submit a list of what we have.

One of the Leaders



The Commander

An easel cornerbolder style—Grey and Neutralblend.

Sizes 4x6 4½ x 6½ 4½ x 7½ 6x8 7x9 ¾

Prices \$9.00 11.50 13.50 15.00 17.00

per 100

It is full of life and sparkle and answers the demand from the public for "color."

The polychrome carved design is unusually effective—is finished in silver on the Grey and in gilt on the Neutralblend.

Samples of both colors for fifteen cents. The price is as attractive as the folder—it should prove one of your leaders for the coming season.

SAMPLE OFFER FW-17

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America

· SEEN IN THE GROUND GLASS ·

P. H. Green, Santa Barbara, uses this slogan on his advertising, "The studio where children are welcome."

-- --

W. A. Brown, of Modesto, leads a charmed life, a recent event would indicate.

Returning home from Stockton, the electric train he rode became infatuated with a couple of telephone poles and left the tracks to embrace them.

Brown believes that "Pictures tell the story" and sends us a print with a X marking the spot where someone lifted a valise off his chest.

We are lead to believe that he will soon take up aeronautics as a safe means of transportation.

-- --

Jas. E. Ward of Tulare is now occupying his palatial new home—and what we mean is, that it is a HOME.

On Sundays during the final stages of construction it was necessary to have a Motor Cop on the job to keep the traffic moving in front of the edifice.

This makes two feathers in Mr. Ward's cap;—we've told about his studio before.

-- --

The annual election of the East Bay Commercial Photographers Club was held December 20 at the Elks Club, Oakland. Officers elected were: W. W. Kelly, President; Chas. V. Estey, Vice-President; Ralph B. Bird, Sec'y-Treas.

After dinner the meeting adjourned to be resumed at the Press Club, for further refreshments, exchange of compliments or what have you.

Mrs. Gertrude Cockroft will discontinue her studio in Alameda and will live in San Anselmo, Marin County. Her former location in Alameda is for rent to anyone desiring the location. Address on application to the Service Desk, THE FOCUS.

-- --

W. Frank Goodner of Reno, Nevada, spent a few days in San Francisco after the holidays. He reported a very good season.

-- --

George Decker of Petaluma spent a few moments with us and told of an incident that rather amused us. A lady, on receiving a rather large order of pictures, remarked to him, "What pretty folders," and said not a word about the pictures.

-- --

Henry Sackrider of Marysville is looking for an assistant to help him take care of his ever increasing business.

-- --

The California Photomation Studio opened at 968 Market Stree, San Francisco. This unique studio, where eight pictures are automatically made on a strip of paper for 25 cents, will be described in detail in a later issue.

-- --

I take no thought of my neighbor's birth.

Or the way he makes his prayer;
I grant him a white man's place on earth;

If his game is on the square.
If he plays straight, I'll call him mate;
If he cheats I'll drop him flat.

All rank but this is a worn out lie,
For each clean man is as good as I,
And a King is no more than that.

.. LISTED at the SERVICE DESK ..

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

This is the best season to buy a studio. Consider this list of locations available.
CALIFORNIA

Alameda
Berkeley
Burlingame
Dos Palos
Jackson
Lindsay
Madera
Merced
Oxnard

Oakland
Palo Alto
San Bernardino
San Francisco
Santa Barbara
Stockton
Turlock
Ventura
Woodland

Well known portrait studio in San Francisco desires operator who is also a good all-round man. References expected. Box 42, THE FOCUS.

-- --

Photographer engaged in all branches of photography in Sacramento Valley city desires on all-round man who understands photo finishing. Steady work. Box 35, THE FOCUS.

-- --

In a short time there will be a position open for a capable man to take charge of a large finishing plant in Central California. Must be good executive and thoroughly understand finishing in all branches. Details through Box 38, THE FOCUS.

-- --

A well established studio in Ogden, Utah, is now offered for the first time. We have known the owner for many years and know that illness is the reason for selling. The studio is well equipped and seemingly well located and we will gladly

tell you more about it if you will write to box 2152, THE FOCUS.

-- --

This month we list a studio in Kalamath Falls, Oregon, that has never been listed before. The equipment includes efficient lighting apparatus and modern studio camera as well as view outfits. The lenses and enlarging equipment are of the latest type and you can buy this studio with privilege of ten year lease on generous terms. Box 2147, THE FOCUS.

-- --

An attractive studio in Placerville has just been listed for sale. Good skylight, equipment and well known in the country. Price reasonable. Box 2171, THE FOCUS.

-- --

Studio in north-eastern Oregon attracts our attention. Good skylight and complete equipment for all branches of photography. Living quarters included in the \$90.00 a month rent. Box 2087, THE FOCUS.

SEED -- STANLEY -- STANDARD

Dry Plates

Each brand a standard of quality and value

—SEED—

27 (Gilt Edge)—28X—23

L Ortho

Panchromatic

Non-Halation L Ortho

Process

Lantern Slide
(Yellow Label)

STANLEY

Regular

STANDARD

Extra Imperial

Orthonon

Lantern Slide

Post Card

Distributed exclusively by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Concerning Chemicals

Bear in mind that chemistry plays a very important part not only in your work but in that of the Eastman Kodak Company as well. Remember, too, that Eastman Tested Chemicals are as much a product of Eastman Laboratories as are sensitive photographic materials.

Logically then, Eastman Tested Chemicals are made to safeguard your results with Eastman sensitive materials. Specify E. K. Co. Tested when you order chemicals.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

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CALIFORNIA ACADEMY
OF SCIENCES - LIBRARY
SPECIAL COLLECTIONS

HT^E

FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

FEBRUARY, 1928

Number 2



*Made with Agfa Color Plates
(see page 2)*

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

Color Plates

The modern way of illustrating advertising copy!

The cover insert on this magazine is a three-color photo engraving direct for an Agfa Color Plate.

Modern advertising demands color. True color is imperative. The Agfa Color Plate is the basis of many of the color pictures used at present by national advertisers.

Use Agfa Color Plates for portraits, window display transparencies, catalogue reproduction or other work requiring color, and add a pleasurable and profitable line to your business.

Literature gladly sent on request.



AGFA PRODUCTS, Inc.

114 East 13th St., New York City

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

FEBRUARY, 1928

Number 2

: IN THE PROFESSION :

SEATTLE



This month's sketch would be more appropriate in the *American Magazine* or similar publication, for it is the story of an emigrant boy who arrived

in this country without friends or money and is now successful.

In 1907, S. J. Walters arrived in Canada from Russia, of which he is a native. In a short time he found employment in a studio in Winnipeg, where he later conducted his own studio for at least ten years. The urge to travel would not be satisfied, so he sold out and went to Seattle.

The Bushnell Studio there appealed to him and in 1925 he purchased the business from M. P. Kirkpatrick. Under the new management the studio prospered more than ever, with a record of three times the business formerly done. The Bushnell Studio is now located in new quarters in the Arcade Building.

Wolff says Mr. Walters is a self-made man in every way. But he adds that Mrs. Walters is a very talented woman, which may be a factor in his success.

In addition to being one of the three prominent photographers of Seattle, Mr. Walter is Vice President of the Pacific International Photographers' Association and you will hear more about him by the time the next convention opens.

WASHINGTON ON COURTESY

BE COURTEOUS to all, but intimate with few; and let those few be well tried before you give them your confidence. True friendship is a plant of slow growth, and must undergo and withstand the shocks of adversity before it is entitled to the appellation. Let your heart feel for the affections and distresses of every one, and let your hand give in proportion to your purse; remembering always the estimation of the widow's mite, that it is not every one that asketh that deserveth charity; all however, are worthy of the inquiry, or the deserving may suffer. Do not conceive that fine clothes make fine men, any more than fine feathers make fine birds. A plain, genteel dress is more admired, obtains more credit, than lace and embroidery, in the eyes of the judicious and sensible. —George Washington, in a letter to his nephew, Bushrod Washington, 1783.

LINCOLN

NO ONE can explain Lincoln. He came out of the invisible, walked up to his task, performed it, and went back into the invisible again—America will always have such a man in such a crisis. We cannot analyze such men but we know the soil in which they nourish their roots—it is the common soil of the earth and the common thought of the race. They will give rootage to another such as Lincoln when the time of need, the time for his appearing, comes again.

Be Sure of Uniform Results by using Uniform Carbonate



Uniform by test

SPEED of development, proper contrast and toning require that your develop-

ing solutions contain just the correct amount of Carbonate by strength, not by weight.

Monohydrated Sodium Carbonate is the only kind of Sodium Carbonate that has a definite and permanent strength for any given weight.

"Anhydrous," "Dry" and "Desiccated" Sodium Carbonates do either one of two things upon standing:

1. *Absorb water and lose in strength.*
2. *Dry out and gain in strength.*

These strength variations continue until they finally stabilize as the permanent Monohydrated Sodium Carbonate.

You never know, however, what point of strength they have reached when you are ready to use them in your formulas. The only way you can be sure that your solutions contain the correct amount of Carbonate is to standardize on the permanent Monohydrated Sodium Carbonate.

Mallinckrodt Photo Carbonate is *Monohydrated*. Write us for a sample, enclosing 10c to cover mailing cost. Full directions for adjusting your formulas are given on the label.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

:: At Your Service ::

JAMES DONNELLY



Someday we're going to tell the complete story of this fellow and title the tale "Twenty Years Among the Red Lights." It will be a whale of a yarn—we

promise you. Groping hands, tinkling glasses and "shots" in the dark. There will be a number of "exposures" and while we may "copy" a plot or two in "developing" our theme we will nevertheless refrain from "enlarging" upon the truth.

Let it suffice for the present to say that Donnelly is foreman of our photographic finishing department which covers the entire sixth floor of our building. He specializes in the hard things

of the craft and when busy photographers about the state find the days are too short or have an exacting bit of work to be done, it is generally sent to us for attention.

James is a New Yorker—born and educated there. For twelve years he was a professional bicycle racer and at that time held numerous long distance records. Over rough dirt roads he could always be depended upon to do one hundred miles in five hours.

The year 1900 found him an automobile tester for a New York agency handling foreign cars.

In 1906 he became interested in photography and a few years later opened his own camera and photo supply shop. Two years ago he came to California and into our employ. With him his art is both a vocation and an avocation. It is the same old story retold. Once the photographic bug bites you, you never entirely get over it.

CLEAN UP

How long since you cleaned your camera and equipment? Is the wood-work in your dressing rooms covered with finger-marks? Is the desk in your office covered with ink spots?

In the average studio we dare say these things need attention and now is the time to clean up. Recently we tried a cleaner recommended to us and we are delighted with the results obtained.

"Minute Kleen" can be used on metal, wood, or glass. It cleans and restores a varnish finish. It can be used on your cameras (except bellows), spot-lights, lighting cabinet, desks and partitions. Excellent on your automobile; paint or duco finish.

Try some. You'll be delighted. Contains no wax, alkali or grit. We supply "Minute Kleen," 17 oz. bottle, \$1.00.

PHOTOGRAPHY IN COLORS

This is the name of a helpful book that will interest those who work in color separation, written by George Lindsay Johnsen, who has written similar technical books.

Chapters include articles on Photomicrography in color, three-color prints from single exposures and recent methods in color separations.

Price \$3.00

Order today from HIRSCH & KAYE.

-- --

AN "ONERY" COMPARISON

"Did you know that George Washington was head of his class when he was your age?" asked the father of a 10-year-old by way of comment on the boy's school report.

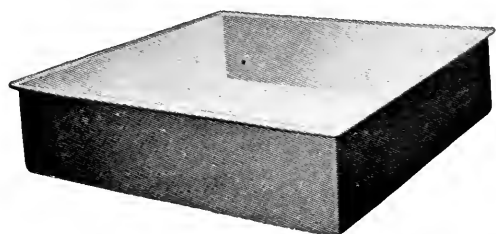
"Yes," answered Johnney, "and he was president of the United States when he was your age," which sort of ended the discussion.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

**Economy in
Initial Cost
Upkeep, Service**

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

**AMATEUR
FINISHING
OUTFITS.** Roll
Film and Circuit
work. Enormous daily
output.

Enamel Water-jacket.
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

BRUSHES



CAMEL HAIR				BRISTLE			
Tin Bound		Rubber Set		Tin Bound		Rubber Set	
\$.30		\$.90	1 inch	\$.18		\$.45	
.40		1.25	1½ "	.25		.65	
.50		1.55	2 "	.30		.85	
.60		2.15	2½ "	.35		.95	
1.45		2.70	3 "			1.05	
		3.40	3½ "			1.30	
		5.00	4 "			2.70	

Necessity for the Photo Retoucher The WOLD Air Brush

*Simple
and
Durable*



*Easy
to
Operate*

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

MASTER PHOTO FINISHERS

Guy Bingham, National Executive Manager, brings a helpful message and pictures.

An event of great interest to photo finishers took place when President A. F. Wagar opened the meeting of the Northern California Master Photo Finishers at Hotel Whitcomb, San Francisco, January 21. At least sixty people were present, many having traveled from 100 to 200 or more miles to be there. Practically every finisher in the Bay region was represented.

Early in the evening Sigismund Blumann, editor of *Camera Craft*, spoke informally, followed by comment and greetings from members present. Letters from distant absent members were read and the new price list is apparently adopted almost unanimously. A few visitors present, were presented with applications which were willingly filled out.

Guy Bingham was introduced and received with an enthusiasm that reminded one of a Lindbergh reception. He launched into his topic in an informal humorous manner and with an appropriate story of his boyhood days.

Nobody knew how long he spoke and nobody cared. He spoke freely, frankly and with a thorough knowledge of conditions on the west coast.

Here are a few highlights of his address:

—1,361 finishers paid dues last year on the basis of the volume of work done by them. On this basis, they did at least \$8,600,000 worth of business or about one-third of all the work done.

—Northern California division has the largest number of members of any division. There were 130 members in this group in 1927.

—When California delegates go East to attend a convention they do so much boasting of their climate, etc., that they invite increased competition.

—You must like and enjoy your work to succeed. If you don't enjoy taking

pictures yourself you ought to get into another line.

—The average workroom is a disgrace. Most workshops of any line exceed the appearance of our places.

—There are not five really modern plants in the country.

—There are not more than twenty-five plants that are fairly modern.

—50% of all plants are not clean.

—If you install equipment to save the pay of one \$15.00 a week assistant, you are earning 6% on \$16,000. Think it over.

—Eight years ago the plan called for four printers and four developers. Today it is three printers and one developer.

—Keep your help all year. You cannot consider yours a trade, capable of producing competent help, till you can keep your help all year.

—Volume is not everything. If you double your volume and lose money, you double your loss.

—You can get a hot box on your cash register ringing up volume.

—Your banker doesn't ask how many rolls you handled, but what property did you acquire.

—The average cost of production today is 48%. The sales cost is an additional 25%. If you give an agency 25%, it is equal to what it would cost you to maintain a store or sales place to handle the work.

—Establish a trade mark. Live up to it. People will demand your trade mark if it is worth anything.

—Most finishers are poor business men. Perhaps that's due to the fact that little capital is required to start.

—You are poor business men because you take competition as a personal grudge.

—One of eight of you will go out of business this year for various reasons—

(Continued on page 9)

*Here is a Style for the Quiet,
Conservative Tastes*



The Oliver

It is on soft feeling Linnette stock—in Neutraltone. All edges deckled. The soft two-toned tinted background on insert adds an effective border to the portraits.

The cover is plain—a beveled ruling round edges is the only touch needed to add the finished look. Prints are held in place by raised embossed corners. The outside sizes of this style are just large enough to balance the portrait and design.

Sizes 4x6 4½ x6½ 4½ x7½ 7x9¾ 10½ x13½

Prices

per 100 \$7.50 10.00 11.50 15.00 23.50

Sample for ten cents

SAMPLE OFFER FW-117

This is a style studios will welcome as it completes the assortment—a quiet, rich mounter.

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



Things You Should Know---

STAINS THEIR CAUSE, PREVENTION AND REMOVAL

By J. I. CRABTREE

*Research Laboratory Eastman Kodak
Company*

(Continued from January)

2. YELLOWISH WHITE OPALESCENCE.

This particular stain is usually visible only on negatives or transparencies, and gives the negatives the appearance of having been made on opal glass or celluloid. The deposit is insoluble in water, acids, and sodium carbonate, and is not removed by bleaching and redeveloping. The stain consists of finely divided or colloidal sulphur and may be due to one or more of the following causes:

(a) Too much acid or too little sulphite in the fixing bath. When acid is added to hypo, sulphur is thrown down as a yellowish white precipitate, but this may be prevented by the presence of sodium sulphite which dissolves sulphur. If, therefore, the proportions of acid sulphite are not correct in the fixing bath, or if impure sulphite is used or an excess of acid is added to the fixing bath, either directly or as a result of using a stop bath which does not contain sulphite sulphur is gradually precipitated, and

this precipitation takes place likewise in the gelatine film.

(b) The fixing bath is too warm. A correctly compounded fixing bath will keep for only a comparatively short time at temperatures above 85 F. The only remedy is to renew the bath as soon as sulphurization begins.

(c) The use of a plain bath either before or after fixing will often cause sulphurization, because alum behaves like an acid towards hypo. If the alum bath must be used, the film should be washed free from hypo before treatment.

REMOVAL OF SULPHUR STAINS

A fresh sulphur stain may be removed by immersion of the film in a warm solution of sodium sulphite. A 10% solution is satisfactory at a temperature of approximately 100 to 120 degrees F. It is, of course, necessary to superharden the film by bathing for two or three minutes in a 5% solution of formalin and washing thoroughly before treatment. *(Another article will appear in March.)*

Master Photo Finishers

(Continued from page 7)

you are all so young and your climate is so wonderful that if I hear of a death among you, I'll know it's a suicide.

NATIONAL CAMERA WEEK

—This year we will observe "National Camera Week" instead of "Take a Picture Week," during the third week of May. The object will be to induce people to possess a camera, as well as use those already bought.

PICTURES TELL THE STORY

At the close of his address Mr. Bing-

ham showed motion pictures taken in his own and similar large plants in several eastern cities. They were exceedingly interesting, especially when, by way of contrast, he showed a burlesque reel on the old "home industry" methods.

—O—
A man went to have his photograph taken.

"Mounted or otherwise?" asked the photographer.

"Well, I'll have it taken mounted," replied the man, "but I don't know what my wife will say; she's never seen me on a horse before."

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Sacramento Valley

Studio in mining and agricultural section. Can be bought so cheaply you take very little risk. Box 1023, THE FOCUS.

-- --

Well establish studio in El Dorado County. Ground floor location, all branches of photography. Box 2171, THE FOCUS.

-- --

San Joaquin Valley

Owner of Studio and art store wishes to sell studio interests. Purchaser will get benefit of former owner's good will and prestige. Box 2109, THE FOCUS.

-- --

Studio in Merced (Gateway to Yosemite Valley) is listed. List of equipment looks good and studio has apparently done good business. Box 2129, THE FOCUS.

-- --

Portrait Studio in Stockton now available. Natural and artificial light. Good lenses. Box 2197, THE FOCUS.

-- --

San Francisco Bay Region

Palo Alto, seat of Stanford University offers several locations. This is center of world famous Santa Clara Valley. Address Boxes 2070, 2104 or 2153 THE FOCUS.

-- --

Studio in residential section of Oakland. Has been established several years. Location good. Box 2143, THE FOCUS.

Studio in Berkeley offered. Good lighting and other equipment for commercial or finishing work. Box 2149 THE FOCUS.

-- --

Location available in desirable business section of San Jose. Consists of large space in rear of long established business with use of one show window. Details from Box 2157, THE FOCUS.

-- --

Southern California

Studio about 100 miles north of Los Angeles, near coast listed for first time. Box 2164, THE FOCUS.

-- --

East of Los Angeles, in the foothills, we have another studio. Will consider a partner or sale. Box 2122, THE FOCUS.

-- --

Portable studio (on truck) for sale. Owner at present in southern San Joaquin Valley. Well equipped. Box 2120, THE FOCUS.

-- --

On the coast in Ventura County, we find a studio, good climate. Box 2144, THE FOCUS.

-- --

A few miles south of this location we have another one. Looks like a good offer. Box 4142, THE FOCUS.

-- --

Portrait Studio in Reno for sale. Reno is a prosperous city and the studio has been there for some time. Box 2095, THE FOCUS.

Books You Should Have

"The American Annual of Photography," Issue of 1928.

Paper Covers \$1.50 per copy
Cloth Binding 2.25 " "

"British Journal Photographic Almanac," Issue of 1928.

Paper Covers \$1.00 per copy
Cloth Binding 1.50 " "

"Photograms of The Year 1927" Issue of 1928.

Paper Covers \$2.25 per copy
Cloth Binding 3.25 " "

"Penrose Annual" Volume XXX for 1928.

Supplied in cloth binding only
for \$3.50 per copy

"The Year's Photography"

Paper cover only \$.75 per copy

"The Year's Finest Photography."

Paper cover only \$2.00 per copy

1927 "The Pictorial Annual of the Royal Photographic Society of Great Britain."

Paper Covers \$2.25 per copy
Cloth Binding 3.25 " "

Japan Photographic Annual.

Printed in Japanese, delightfully illustrated. Paper cover \$3.00

WHAT "VISIT YOUR PHOTOGRAPHER ONCE A YEAR" REALLY MEANS

We are inviting the public to visit the studios once a year for the pleasure such visits will bring them.

But this kind of an invitation will have to be accompanied by a great deal of personal persuasion by the individual photographers before it is accepted by many people.

The average member of a fraternal lodge in which he has considerable money invested, visits it only once or twice a year even though such visits cost nothing can be made conveniently in the evening and he is regularly urged by notices to come.

The average man should visit his dentist twice a year but usually does it once unless pain drives him in.

Personal physical examination is strongly advised by authorities at least once a year but not one man in a thousand has it done.

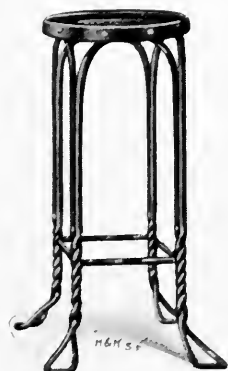
The idea can be sold of course but it will require frequent calling and persistent selling. Don't lean on the advertising too hard.

You have a responsibility in the matter too.

THE LAST LINES

We editors may dig and toil
'Till our fingers are sore;
But some poor fish will always say:
'I've seen that one before."

—Blue Dragon.



Grouping Stools

This combination of stools forms a grouping arrangement of the highest grade. Being made of twisted steel rods they are very strong, compact and durable. The metal work is finished in antique copper, which in combination with the polished oak seat, gives the stools a handsome appearance.

No. 1 is 12 inches high; No. 2, 18 inches, and No. 3, 24 inches. Price, any size, each \$3.00

Assortment of 7, consisting of 2, 24 inch; 3, 18 inch; 2, 12 inch; special offer \$18.00



Always Alike—
HALOID RITO is Good
to the last sheet!

WHY PAY MORE?

Four Degrees of Contrast
 Hard—Medium
 Brilliant Soft—Soft

Three Surfaces
 Matte—Semi-Matte—Glossy

Two Weights
 Single and Double

per 500 sheets

S. W.	Size	D. W.
\$2.15	2 $\frac{1}{2}$ x 3 $\frac{1}{2}$	\$2.65
2.65	2 $\frac{1}{2}$ x 4 $\frac{1}{2}$	3.35
3.50	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	4.30
4.00	3 $\frac{1}{2}$ x 5 $\frac{1}{2}$	4.95
4.75	4 x 6	5.60
5.00	4 $\frac{1}{2}$ x 5 $\frac{1}{2}$	6.00
7.25	5 x 7	9.00

Standardized emulsion, standardized stock, standardized processes all along the line—these are the reasons for RITO Uniformity.

Finishers choose RITO season after season, because it is Dependable. They know they can trust RITO for good results, always.

The HALOID Company, Rochester, N. Y.

NEW YORK OFFICE
 225 Fifth Ave.

BOSTON OFFICE
 101 Tremont St. at Bromfield

CHICAGO OFFICE
 68 W. Washington St.

San Francisco Agent, A. H. MUHL, 714 Market Street
 Los Angeles Agent, A. H. MUHL, 643 S. Olive Street



DIRECT SPOTTING

To make this attractive spotlighting of Billy Wilding (in costume) a Beattie's arc Hi-Lite was directed from right of camera, and focused down to encircle only the head and arms. A Maxima Flood-Lite was placed to subject's right facing camera and out of range of the composition and the lamp head revolved slightly toward subject or just enough to soften what, with a spotlight alone, would be a very contrasty lighting. When used in this manner the light from the Maxima will not destroy the background shadows. Miss Wilding was standing close to a dark blue wall.

A complete line of Beattie lighting appliances can be seen at HIRSCH & KAYE'S. If you are unable to call, write or phone for illustrated circulars.

You have to RUN like the Devil, in order to Stand Still in Business, these Days.

Do not attempt to strip a glossy print from the tin while warm. Wait till it cools and you will have a more flexible and flat print.

WHAT IS YOUR OPINION?

(The following letter was received with interest.)

EDITOR OF FOCUS,

DEAR SIR:

I have just received the December FOCUS and must say that it is even worse than usual, if such could be possible.

It is out of focus from one end to the aft end. The first thing that hit me in the eye was the picture of a smiling man, supposedly a photographer—but who ever knew a photographer that was successful enough to be able to smile

The "Bargain Counter" is another fine piece of applesauce, I have never been able to obtain a single bargain on it. If the photographers fall for this stuff THE FOCUS sure is a gold mine for someone.

Jerry is the only good page in the FOCUS and he saves me the price of a Judge.

You might just as well stop publishing the FOCUS for all the good it does any photographer, at any rate cut me from the mailing list.

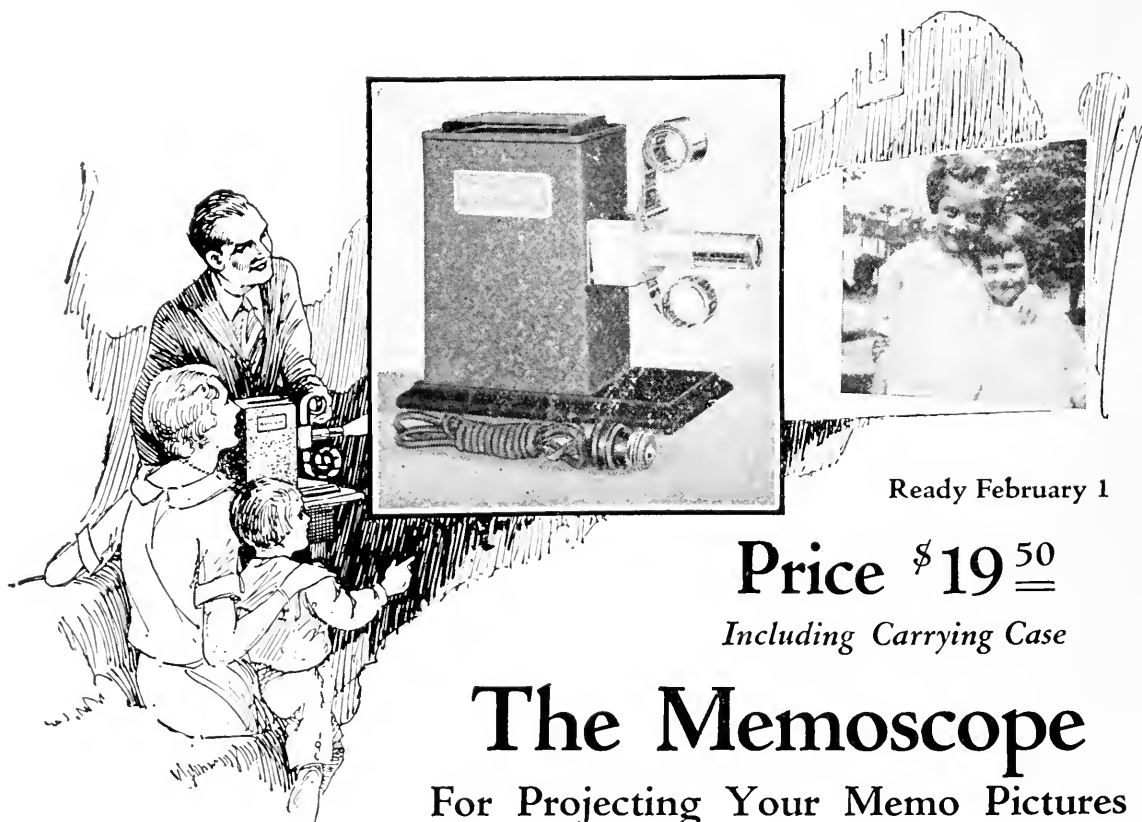
Sincerely,

(Name mercifully omitted.)

This is really serious, yet, we appreciate the candor of this letter. Who knows, there may be others who have an opinion about the FOCUS. What do you think of it?

There are two ways of being happy: We may either diminish our wants or augment our means—either will do—the result is the same and it is for each man to decide for himself, and do that which happens to be the easiest. If you are idle or sick or poor, however hard it may be to diminish your wants, it will be harder to augment your means. If you are active and prosperous or young or in good health, it may be easier for you to augment your means than to diminish your wants.

But if your are wise, you will do both at the same time, young or old, rich or poor, sick or well; and if you are very wise you will do both in such a way as to augment the general happiness of society.—*Franklin.*



Ready February 1

Price \$19⁵⁰

Including Carrying Case

The Memoscope

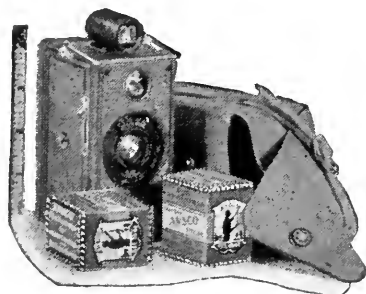
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
Binghamton, N. Y.



New Backgrounds

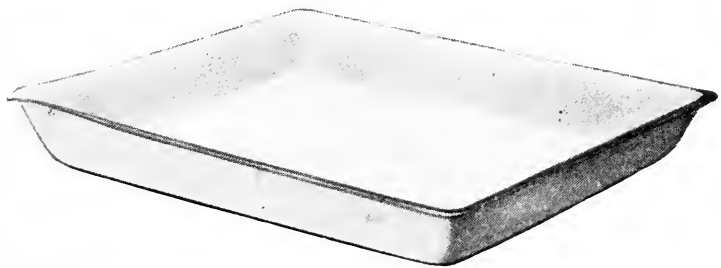
No. 1496

An interior design that really offers you the choice of two backgrounds. The clouded section is a neutral lighting for single figures or small groups. Can be supplied in lighting as illustrated or reversed. Be sure to specify when you order—

8x8 or larger 25c per sq. ft.
 Smaller 30c " " "
 Floor cloth (extra) ... 15c " " "

Enameled Steel Photo Trays

Enameled Steel Photo Trays—acknowledged by all experts to be the best Photo Trays now produced—are furnished with a quadruple coat of enamel on armor plate steel, bottoms of trays are flat, depth good, and the perfect lip on each tray allows the user to pour liquid into the smallest bottle without the slightest trouble. Trays are free from bubbles and other such defects and are thoroughly acid proof.



Capacity	Full size	Depth	Price	Capacity	Full size	Depth	Price
4x 5	4 ³ / ₈ x 5 ³ / ₈	1 ¹ / ₄	\$ 0.75	11x14	12 ¹ / ₂ x 15 ¹ / ₂	2 ¹ / ₄	\$ 3.80
4x 6	4 ¹ / ₄ x 6 ¹ / ₄	1 ¹ / ₂	.85	14x17	15 x 17 ³ / ₄	2 ¹ / ₂	5.30
5x 7	5 ¹ / ₄ x 7 ³ / ₈	1 ¹ / ₂	1.10	16x20	17 x 21	2 ³ / ₈	7.00
5x 8	5 ¹ / ₂ x 8 ³ / ₄	1 ¹ / ₂	1.40	18x22	19 x 23	2 ³ / ₄	12.60
7x 9	7 ¹ / ₄ x 9 ¹ / ₂	1 ³ / ₈	1.50	20x24	21 x 25	3	15.00
8x10	8 ³ / ₄ x 10 ³ / ₈	1 ³ / ₄	1.75	22x27	23 x 28	3 ¹ / ₂	16.50
10x12	10 ¹ / ₄ x 12 ¹ / ₂	2	2.50				

Rubber Squeegees

Suitable for all photographic processes; squeegeeing prints on glass or ferrotype plate; also for use in the carbon process.

Light weight Professional

4 ¹ / ₂ -inch	\$.70	
6 -inch	.75	
8 -inch	.75	1.30
10 -inch	1.00	1.75
12 -inch	1.15	1.90





The Varium Adds Personality To Portraits

Why not give your portraits that touch of distinction that only good lenses are capable of giving—portraits with pleasing quality of *softness* and air of refinement that satisfy the discriminating folks—that is what the Varium will do, but that isn't all—it has *speed* sufficient enough to permit snapshots in the studio for child photography and a flat field with sharp definition (by using a smaller diaphragm stop) for group work.

*Let us send you our beautiful
booklet on this modern lens.*

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

California Photomotion Studios



One of the most interesting studios we have seen for a long time is the California Photomotion Studio just opened at 968 Market Street, San

Francisco. This studio is one of a chain of many being opened throughout the United States and operates under license from a National Corporation financed by some of the most prominent men in public life.

The studio has a strategic location on Market Street near Sixth close to several Motion Picture Theaters and department stores. The front of the studio is brilliantly illuminated during the day as well as night by Neon signs, and the building has an inviting appearance.

As you enter the studio you notice six cabinets which measure approximately 3x7x7 feet high with an opening at one end in which is mounted an adjustable stool. Neatly uniformed attendants tell you to adjust the stool to a comfortable height and drop a twenty-five-cent piece in the slot.

This turns on a battery of powerful lamps and you are instructed to turn your head this way and that until eight exposures have been recorded in less than fifteen seconds. You leave the seat and proceed to the front of the cabinet where in a few moments you receive a strip of paper containing eight photographs each measuring approximately 1½ by 2⅞ inches.

The process is a secret one and is patented and we are unable to reveal the interesting details. The process requires the making of the original exposures on a strip of especially prepared photographic paper unwound from a large roll, development and reversal from negative to positive.

The interesting factor of the studio that has attracted our attention is the great number of men that patronize it. Evidently this studio has found a way to attract men.

Facilities are provided for the coloring of the finished pictures which is done at a nominal charge. In addition pictures can be mounted on the backs of mirrors while you wait. Altogether it is a very interesting place to visit and when in San Francisco be sure to see it.

The apparatus and process are the invention of Anatol Josepho, of New York, whose picture we reproduce. The interesting story of his career was told in the May, 1927, issue of THE FOCUS.

--:--

TRY THIS

Worry less and work more,
Ride less and walk more,
Frown less and smile more,
Eat less and chew more,
Talk less and listen more,
Preach less and practice more.

--:--

B. & L. Border Tinting Projection Printer

(For Photo Finishers)

Takes negatives 5x7 or smaller.

Enlarging 1 to 7 diameters.

Equipped with Anastigmat F. 4.5. Lens.

Tints border same time picture is printed.

Equipped for copying.

Raise or lower printer to size print required.

It is always in focus.

Wired for one 200-watt Mazda bulb.

Largest possible print 20x28 inches.

Space required 25x28x72 inches.

Price, without lamp, \$210.00.

**Order today from
HIRSCH & KAYE**

The Unearned Discount

National Association of Credit Men Take Firm Stand

The problem of the deduction of unearned discount is the most frequent cause of bickering between buyer and seller and one which grows more serious as the margin between costs and revenue narrows. The plainly expressed opinion of the N. A. C. M. quoted in the following is interesting and timely:

"In these days when making reasonable profits is our chief problem, it is an offense against the best orderly business for buyers and debtors to cut sharp corners and endeavor to bolster up their own profits at the expense of those from whom they have made purchases in good faith and on clearly agreed terms. No alibi or apology can be made for the debtor who, having bought goods on clearly understood and agreed-to discount terms, yet sends his check after the time for discount has expired and then becomes indignant or threatens to make no further purchases of the creditor unless his unfair demands are granted. Furthermore, there cannot be, in my opinion, any excuse for the creditor who permits his properly earned profits from being frittered away by improper demands and claims.

"The officers and directors of the National Association of Credit Men in a recent meet-

ing made this statement: The taking of improper discount costs millions of dollars annually and creates a serious handicap in these days when making profits under the most favorable circumstances is a big problem. Claiming terms contrary to those expressly stated on the invoice and agreed to at the time of purchase constitutes another offense against good credit practice. If we are going to make a good fight these days in the face of difficult situations, then we have got to observe proprieties and the ethics of sound business. Taking arbitrarily anything not acceded to at the time of purchase is a hurt to the morale and it will hurt no one more than he who does it. A dollar gained improperly and unjustly never profited anyone so long as the world has lasted and it never will. The practice of demanding and taking discounts contrary to sales terms often in the most arbitrary and vulgar fashion, has grown to dimensions that we deem alarming, and it is a responsibility on everyone in business, buyer and seller, to put it in restraint.

"The National Association of Credit Men is undertaking a vigorous program because of its adherence to and belief in business good faith and honor in credit transactions. It commends to business people everywhere the need of maintaining this good faith and a resistance to temptation, no matter how wide the door may be open, to take that which was not given at the time of purchase."

GRAF Variable Anastigmat

f. 4. 5. 3. 5.
at the turn of the wrist

The Final Word in Lens Construction

FOR PORTRAITURE

The desired effect is obtainable from ultra diffusion to conservative sharpness. Just a turn of the wrist.

FOR LANDSCAPES

Atmospheric effects rendered. Crisp definition or artistic pictorial quality at a turn of the wrist.

FOR COMMERCIAL PURPOSES

Needle sharpness for copying or softness for modern rendering at a turn of the wrist.

It is all Lenses in One, and needs no supplementary units. At one cost it gives a dozen f. speeds and an infinite number of degrees of diffusion.

GRAF OPTICAL CO.

SOUTH BEND

::

INDIANA

SEEN IN THE GROUND GLASS

W. Frank Goodner of Reno, Nevada, spent a week in San Francisco after the holidays.

-:- -:-

J. T. Bertrand of the Kemp Studio, Long Beach, was here for a few days. Mr. Bertrand was formerly a demonstrator for G. Cramer Dry Plate Company and has many friends in the west.

-:- -:-

Frank Patterson of Medford, Oregon, made a trip to San Francisco in the interest of his famous Crater Lake Pictures. His pictures of the lake and vicinity are very good, but you must see the lake to really appreciate them.

-:- -:-

The Daniels Bros. of the Art Craft Studio, Modesto, were asked to make a picture of the new lighting intallation on the principal street of Modesto. Their camera was set up, late at night and two machines were parked so as to concentrate their headlights on the photographers. In spite of these precautions a driver crashed into them, wrecking the camera. Serious injury to themselves was avoided only by a quick jump.

-:- -:-

The San Diego Professional Photographers Club has elected the following officers for the year.

Harold Taylor, *President*

Guy Sensor, *Vice President*

Leonard Fellows, *Secretary*

Herbert R. Fitch, *Treasurer.*

-:- -:-

The Christian Studio, Spokane, Washington now occupies new quarters in the Kuhn Bldg.

-:- -:-

T. H. Ingalls, Spokane, Washington, uses bill board space for advertising and received so many orders at Christmas time, that he arranged with a less fortunate competitor to take care of the extra sittings. The competitor evidently was

a photographer of repute, else he would not have been selected by Mr. Ingalls. What caused the difference in volume?

-:- -:-

Leonid Fink, Seattle, Washington, was a visitor in San Francisco recently. The trip was made as a well earned vacation.

-:- -:-

H. L. Stepick of Watsonville and S. E. Langhart of Healdsburg were among those who travelled to attend the Master Finishers meeting in San Francisco.

-:- -:-

An announcement of interest to photographers is the sale of Hayden Lothers' interest in the Lothers & Young Studio to Ralph Young. The studio will be conducted under the old name as before. Mr. Lothers has not announced his plans for the future.

-:- -:-

George Korakis of the Lodge Studio in Marysville called for a few days. It was Mr. Bush's pleasure to show him around the city.

-:- -:-

Kathleen McGregor, well known for her activities in behalf of Beattie Hollywood Hi-Lite, died on December 29, in Los Angeles. She was well known in the photographic profession, especially in Southern California.

-:- -:-

Unless you have been a lonesome visitor in a big city, you may fail to get the point of this. Louis Heilbron of Parsons & Heilbron, Fresno, came to San Francisco to attend the Master Photo Finishers meeting and arrived a day ahead of time. With no plans for the evening he returned to his car and found an envelope marked "Personal" written in a bold feminine hand. With visions of an invitation to a party, or what have you, he opened it, to learn that he could get a complete valve grinding job for \$7.50 (!!)

:: THE BARGAIN COUNTER ::

This is unusual. Here is a used 5x7 B. & L. Border Tinting Projection Printer, good as new. A Cooper Hewitt Tube is installed in it. Price and details on request.

USED LENSES

SIZE	FOCUS	SPEED	DESCRIPTION	CONDITION	BARGAIN	
					LIST	PRICE
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10"	F6.8	B & L II B Tessar in Volute Shutter with speeds of 1 to 1 100 second.	Shopworn	\$ 99.00	\$67.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ "	F6.8	Goerz Dagor in barrel	Fair	78.00	39.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	9 $\frac{1}{2}$ "	F6.8	Goerz Dagor in Ilex Acme Shutter with speeds of 1 to 1 300 second	Excellent	100.50	65.00
5 x 7	8"	F8	Wollensak Voltas in barrel	New	13.00	9.75
10 x 12	8"	F6.5	Cooke Wide Angle Series VII in Volute Shutter	Shopworn	101.00	48.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	5 $\frac{3}{8}$ "	F16	Wollensak Extreme Wide Angle in Regno Shutter Speeds 1 to 1 100 sec.	Fair	35.00	9.50
8 x 10	7 $\frac{1}{4}$ "	F12.5	B & L Zeiss Protar VII in cell. You can add to your Protar Lens	Excellent	32.50	16.50
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	5"	F7.5	Wollensak Volostigmat Series V in cells	New	10.00	6.50
11 x 14	10 $\frac{1}{2}$ "	F16	Barre Wide Angle in barrel	Shopworn	35.00	19.50
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6"	F5.6	Cooke Series IV in barrel	Shopworn	66.50	22.50
			Dallmeyer Adon Adjustable Telephoto	Shopworn	41.00	32.50
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6 $\frac{1}{2}$ "	F6.3	B & L Kodak Anastigmat in barrel	Shopworn	28.00	14.50
11 x 14		F16	New York Wide Angle 100 degree	Good	30.00	10.00
5 x 7	4 $\frac{3}{4}$ "	F16	Wollensak Wide Angle in Regno Shutter	Good	18.00	7.00
5 x 8	10"	F6.3	Carl Zeiss Anastigmat in barrel	Excellent	74.00	29.50
4 x 5	7"	F5	Barre Portrait in barrel	Shopworn	29.00	14.00
5 x 8	10"	F5	Barre Portrait in Barrel	Shopworn	36.00	15.00
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	6"	F5	Barre Portrait in barrel	Shopworn	21.00	12.50
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6 $\frac{1}{2}$ "	F6.3	Carl Zeiss Tessar 11 B in Compur Shutter speeds 1 to 1 200 sec.	Excellent	99.00	48.50
3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	6 $\frac{1}{2}$ "	F6.3	Carl Zeiss Tessar in Compur Shutter	Fine	48.50	29.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	11 $\frac{3}{4}$ "	F6.3	B & L Zeiss Tessar II B in Ilex Universal Shutter speeds 1 to 1 100 sec.	Excellent	99.00	48.50
2 $\frac{1}{2}$ x 3 $\frac{1}{2}$	4 $\frac{3}{4}$ "	F4.5	Ross XPres in sunk mount	New	42.50	22.50
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	12"	F4.5	Carl Zeiss Tessar in barrel	Excellent	165.00	99.00
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	6"	F2.9	Dallmeyer Pentac in barrell	Shopworn	132.50	85.00
5 x 7	8"	F5.6	Cooke Series IV in barrell front rim dented but cells are excellent	Shopworn	80.00	42.50
4 x 5	6 $\frac{1}{2}$ "	F6	Wollensak Versar Portrait and view in Regno Shutter	Shopworn	35.00	16.50

(Continued on page 26)

Negorubber

Negorubber is a new invention designed to be of greatest assistance to photographers when they do etching, modeling or local reduction of negatives. Rub as hard as you will, Negorubber will not scratch a negative or leave a black mark.

For rapid work, apply a little Negorubber Liquid Medium (or alcohol) and rub with Negorubber while moist. For larger areas use Negorubber Paste.

Negorubber 30 cents

Negorubber paste 50 cents

Order today from Hirsch & Kaye.

-- --

Less Than Dozen Prices

For the convenience of our friends we have copies of a suggested scale of prices for quantities of pictures less than a dozen. Prices for duplicate orders are also shown. Be sure to get your copy from THE SERVICE DESK, HIRSCH & KAYE.

-- --

Potash Alum

There is keen competition in the manufacture of this chemical, due to various grades offered. There is available, Swedish, German, Belgian, Japanese and domestic supply. Our recommendation is that you be governed more by quality than price. The brands offered by Hirsch & Kaye are as good as can be found.

-- --

For Your Duplex Jr. Arc Light

George A. Decker of Petaluma, California, has added a funnel shaped affair to the front of his Duplex Jr. Arc Lamp and finds it very helpful in his lighting. It acts as a reflector, side wings and permanent diffusion screen holder and is so satisfactory, he made pictures of the arrangement which were sent to us.

Anyone interested can obtain a set of these pictures by asking for them. If you have a Duplex Jr. Twin Arc Lamp by all means investigate this.

A Powerful Enlarging Light

In answer to the demand for a powerful dependable light for horizontal enlargers, we have designed a lighting unit that is extremely satisfactory.

Briefly, it consists of a 1,000 watt tubular lamp with concentrated filament.

The lamp is of the T 20 type; carrying reflector directly mounted on it. A 6 inch Condenser is mounted approximately from one to two inches in front of the lamp with the flat side towards the light, and the convex facing the 14 inch condensers. This assembly is mounted about 12 to 15 inches from the large condensers, and moved back and forth until the circle of light projected by the small lens covers the 14 inch lenses. This can best be determined by covering the face of the large condenser with white paper to permit inspection of covering power.

This entire outfit should be mounted very carefully, particular care being taken to see that the light, reflector, and lenses are all exactly on one axis. The projection lens should be from 8 to 12 inches focal length. Our experience has been that longer or shorter lenses than this do not give fully satisfactory results. There is a variation with different apparatus used, and the increase in speed will range from 100% to 800%.

The outfit is supplied from stock, ready for installation, including the lamp for \$25.50. Ask for Barre Enlarging Unit.

-- --

Information Wanted

The service desk desires information about the following:

P. Hanlon, formerly at Corning, Calif.
Daniel Sheehan.

R. G. MacDonald, formerly at Stockton, Calif.

H. M. Collett, formerly at Eugene, Ore.

C. R. Mandeville, formerly at San Mateo, and Hollywood, Calif.

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

1109 MARKET STREET

SAN FRANCISCO

Room 208 - - Phone Park 7167

Retouching, Coloring, Blocking
and Negative Work

At Home or at Your Studio

PATRICIA SIMMONS

1128 SUTTER STREET

SAN FRANCISCO

(Graduate of Du Bois School)

For Good Retouching

Send Your Orders to

Anne Roston

Apt. 48—929 Pine Street

Phone Prospect 5943

SAN FRANCISCO, CALIFORNIA

Expert Retouching

for

Portrait and Commercial Photographers

Etching, Blocking and negative work.

Miniature Coloring on porcelain,
celluloid or paper

A. K. DILDILIAN

4763 Fair Oak Ave. Oakland, Calif.

Fruitvale 3894-J.

New Low Prices on

Developing Tanks

Made of ONE-PIECE, acid proof
chemical stoneware,—everlastingly in-
corrodible and leak-proof. Each tank is
unqualifiedly guaranteed to be acid, alkali
and corrosion proof with and without the
glaze and to give full and complete satis-
faction in every respect.

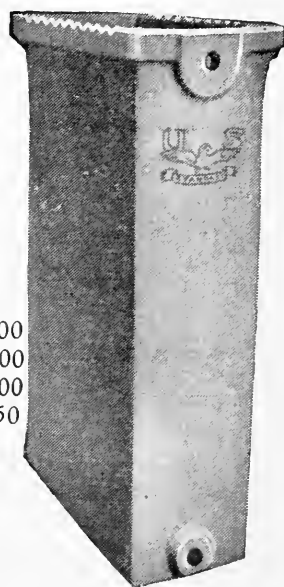
10 Gal. (8x8x38")	\$19.75	24 Gal. (14x9½x42")	30.00
14 Gal. (8x9½x42")	23.00	Pako (11¼x11½x42")	30.00
18 Gal. (10½x9½x42")	26.00	29 Gal. (17x9½x42")	35.00
20 Gal. (16x8x38")	27.50	48 Gal. (20¼x11¼x48½")	49.50

THE U. S. STONEWARE CO.

Works (since 1865): Akron, Ohio

New York Office: 52 Church St.

Carried in Stock by Hirsch & Kaye



U.S. STONEWARE

ACID PROOF



"JERRY'S" CORNER

By HIMSELF

They still run me ragged with rush orders. Every order is a rush. It's hurry, hurry all day long. I wish you would send in your orders a little sooner because I do not choose to run in 1928.

I've been to the automobile show. Some of you folks didn't go because your wife would want a new car. Others didn't go because you couldn't get there or didn't want to pay the admission.

I don't blame you. Imagine a person paying four (4) bits to enter your studio to order some pictures.

Maybe when they get through with this advertising campaign, people will be as glad to buy pictures as they are anxious to buy automobiles and Fords.

Anyhow, for the benefit of those who didn't go to the show, I'll pass on a few things I learned there.

Before you start on a long trip be sure all the nuts are tight. You'll generally find the nut that drives, tight enough.

In the winter, buy all new tires because it's going to rain. In the summer time buy all new tires because it aint going to rain no more.

When you put the car away for a while Jack it up (no, not hijack). That's because the wheels are tired and it makes them last longer.

In the spring, have your car painted so it will look good, in the fall, have your car painted so it will look nice during the winter.

In one of the booths I heard a man tell the salesman, "I've driven my car seven years and never had a wreck." The salesman said, "You mean you've driven your wreck seven years and never had a car."

Most of the machines on display were made to be driven by the back axle and back seat.

Why walk? For \$50.00 you can take a load off your feet and transfer it to your mind.

I watched a salesman demonstrate a new car to a sweet little lady. She said, "What's that handle for?" And he said, "That's the brake. You can put that on quickly in an emergency." "Oh!" she said, "Just like a kimona."

They showed all kinds of cars at all kinds of prices. I saw several photographers in the Ford exhibit.

Henry's made a lady out of Lizzie.

No more aches and no more shakes—Henry's car has four-wheel brakes.

The most expensive machine there was a Ford. Yes, I mean it. What made it expensive?

Why—it had Diamond Tires.

When I went out to get some doughnuts and coffee, I found a tack in a doughnut. I showed it to the waitress and she said, "I'll bet the poor ambitious little thing imagines it's a Ford tire."

JERRY.

--For--

Home Portraiture and Home Movies

"Superlyte Midget" Lamps

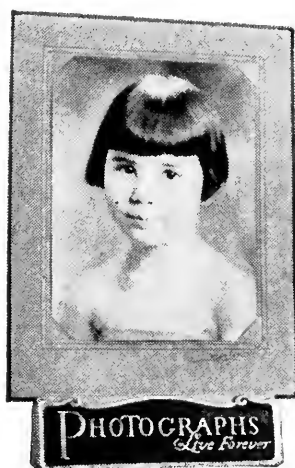
Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street

NEW YORK, N. Y.



Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever." These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from HIRSCH & KAYE

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

Artura Paper Popular



There are many photographers who will use only Artura Paper. Have you tried it? Whether you desire a contract or an enlarging paper in white or buff stock, there is an Artura surface for you.

Artura Paper is described in the newly published 72 page Defender book, sent on request. Artura paper is carried in stock by HIRSCH & KAYE.

Plenty of Silver -on- Hammer Plates

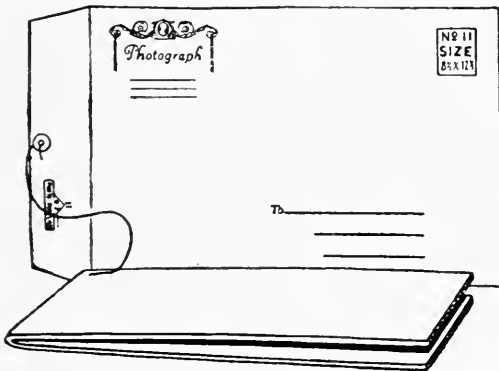
With shortest exposure HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity, and Brilliancy are their chief characteristics.



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - - St. Louis, Mo.
159 West 22nd Street, - - - New York City



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

		SIZE
No. 2	5 1/2 x 7 5/8	
No. 3	6 3/4 x 8 1/4	
No. 4	7 1/2 x 9 1/2	
*No. 5	8 3/4 x 10 1/2	
*No. 6	10 1/4 x 12 3/8	
*No. 7	12 1/4 x 14 1/2	
*No. 8	10 1/2 x 15	
No. 9	6 1/4 x 9 1/4	
*No. 10	7 1/2 x 11 5/8	
*No. 11	8 3/8 x 12 1/2	
*No. 12	13 x 17 1/2	
No. 14	16 x 20 1/4	

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! PRICES none can meet! Prompt Shipments!

(Continued from page 20)

SIZE	FOCUS	SPEED	DESCRIPTION	CONDITION	BARGAIN	
					LIST	PRICE
5 x 7	9"	F4.5	Kalosat in barrel (Soft Focus)	New	45.00	37.50
3 1/4 x 5 1/2	7 1/2"	F3.5	Cooke Series IIA in sunk mount	New	113.50	75.00
3 1/4 x 5 1/2	7 1/2"	F3.5	Cooke Series IIA in barrel	New	113.50	75.00
3 1/4 x 4 1/4	6 1/4"	F3.5	Cooke Series IIA in sunk mount	Shopworn	94.50	65.00
5 x 7	8 1/4"	F4.5	Heliar in barrel	Shopworn	65.00	49.50
5 x 8	9 1/2"	F4.5	Heliar in barrel	Shopworn	90.00	75.00
4 x 5	6 1/2"	F4.5	Heliar in sunk mount	Shopworn	45.00	33.50
5 x 7	7 1/2"	F6.3	II B Tessar in barrel	Shopworn	42.00	24.50
3 1/4 x 4 1/4	6 1/2"	F3.5	Heliar in sunk mount	Shopworn	70.00	48.50
3 1/4 x 4 1/4	6 1/2"	F3.5	Heliar in barrel	Shopworn	70.00	48.50
3 1/2 x 4 3/4	7 1/8"	F3.5	Heliar in barrel	Shopworn	77.50	53.50
6 1/2 x 8 1/2	11 1/2"	F4.5	Aldis Anastigmat in barrel	New	150.00	69.50
5 x 7	8 3/4"	F4.5	I C Tessar in Barrel	Shopworn	60.00	54.00
4 x 5	6 1/2"	F4.5	I C. Tessar in Barrel	Shopworn	45.50	32.50
4 x 6	7"	F4.5	Cooke Aviar in barrel	Shopworn	76.00	49.00
3 1/4 x 4 1/4	5 1/4"	F4.5	Cooke Aviar in barrel	Shopworn	53.50	28.50
4 x 5	6"	F4.5	Cooke Aviar in barrel	Shopworn	61.00	42.50
4 x 5	6"	F4.5	Cooke Aviar in sunk mount	Shopworn	61.00	42.50
6 1/2 x 8 1/2	10 1/2"	F8	Barre View in barrel	Shopworn	28.50	12.50
4 3/4 x 6 1/2	7 6/10"	F6	Dallmeyer Stigmatic in barrel	Good	63.00	19.75
	20"	F12.5	Balbrokaine Standard Orthographic in barrel, cut for stops; no stops furnished.	Good		7.50
	7 1/2"	F5	Harrison Portrait in barrel, with one stop	Fair	60.00	9.75
11 x 14	19"	F4.5	Gundlach Portrait Series A in Studio Shutter	Excellent	132.00	65.00
4 x 6	11"	F3	Dallmeyer Portrait 3 B in barrel. Lens scratched	Used	161.00	47.50
8 x 10	15"	F5	Darlot in barrel with Iris Diaphragm	Excellent	40.00	15.00
5 x 7	10"	F3.8	Wollensak Vitax in barrel	Excellent	105.00	58.50
8 x 10	8 1/2"	F12.5	Scoville Economic Wide Angle in barrel, no flange, sold as is.	Used		2.00
8 x 10	13 1/2"	F4.5	Darlot Portrait in barrel cut for waterhouse stops, not supplied. Sold as is.	Used	55.00	7.50

To reduce our stock of Graflex Carrying cases, we offer a special price on the following for a limited time.

Cases for 3 1/4 x 4 1/4 Ser. B or Auto Graflex \$7.50
 Cases for 4x5 Ser. B or Auto Graflex 8.50
 Cases for 1 A Graflex 5.00

For Speed Graphic and 5 holders.

3 1/4 x 4 1/4 \$7.00
 4 x 5 8.50
 3 1/4 x 5 1/4 7.50

Cameras, lighting equipment, and accessories are in our Bargain Room. Tell us what you need and we will tell you what we have.

ARTURA

For Portraiture

The qualities that have earned the endorsement of leading photographers for over two decades stand out as convincingly in the Artura of today. Artura has kept pace with the times.



You insure your own satisfaction when you ask your dealer for Artura.



Seven familiar surfaces on imported paper stock.



Manufactured Exclusively by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Two Papers That Fit School Work

Successful school work calls for clean-cut prints from snappy negatives of uniform quality, and no paper meets the qualifications more ably than Vivava Athena C and E smooth. C is a white stock, E is a light buff, and both have a smooth matte surface specially suited to the small or medium sized print, usually sold on school orders.

Athena C and E retain all the quality of the most brilliant negatives—make the bright and attractive portraits that every student is proud to exchange with his classmates. Samples free on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

MARCH, 1928

Number 3

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CALIFORNIA ACADEMY
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Photographing Orchards

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

Safelight Filters

Is your darkroom lamp equipped with a filter
which is **Safe** or is it merely **Dark**?

Persistent fog is often due to unsafe darkroom
illumination. AGFA Safelight Filters
provide maximum illumination with
maximum safety.

The AGFA Dark Room Lamp is the last word
in convenience.

BE SAFE—USE AGFA PRODUCTS!

Write for leaflet



AGFA PRODUCTS, Inc.

114 East 13th St., New York City

48 Auburn Ave.,
Atlanta, Ga.

180 N. Wabash Ave.,
Chicago, Ill.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

MARCH, 1928

Number 3

: IN THE PROFESSION :

ESCHOL M. (BILL) HAMMOND

PORTERVILLE



This is a close-up of the same fellow you saw a moment ago on the outside cover. It was taken last fall on the day he returned from a three-weeks' trek into

the vastness of the Mount Whitney Country. Every two or three years he "packs in" and leaves the world behind and incidently his razor too, as this picture will show.

Space forbids telling you more of the interesting and worthwhile experiences of Hammond in this "sky country," but suffice to say that there is ever before him a lure that speaks of pack ponies, fishing poles, camp fires, swapping lies with the gang, rolling into the blankets under a starry sky at night and with the coming of dawn the hitting of trails that lead from the beaten path.

As a lad back in Kansas he left the farm and went to work on the Rock Island Railroad and appeared to have his life work laid out for him. This, however, was not the case. Impulse prompted him to purchase a camera from a mail order firm and shortly he was "shooting" the crews at the round house with a greater return than his railroad salary. Each night he would ride back to the farm on a bicycle and develop his negatives in the cyclone cellar.

With the call of the camera came the call of the West and after a year of

railroading Bill checked his trunk to Porterville, California. Here he went to work for A. R. Moore, and a number of years later, bought the studio. At that time it was a small upstairs plant. It is now located on the ground floor, and we venture to say one of the finest equipped in the state.

He is a school trustee, Secretary of the Rotary Club, and a member of Knights of Pythias, the Elks and Masons. For a number of years he played in the city band and has always taken a keen interest in civic affairs.

His volume of business at the studio keeps himself, three assistants and two cars pretty much on the go the year around. Periodical changes of his display windows is a religion with him. For advertising, he uses bill boards and direct mail methods.

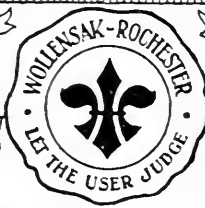
A prosperous business argues well for the sagacity of his judgment, and, to us, offers direct refutation of the old adage that photography is a calling like the ministry, and that one should not make money at it.

When in Porterville see Hammond. He has no trade secrets. You may walk into his dark room and be welcome. He will even introduce you to his receptionist and, he may direct you to the bend in the river where the trout jump out on the banks. We say he *may*.

:- :-

All higher motives, ideals, conceptions, sentiments in a man are of no account if they do not come forward to strengthen him for the better discharge of the duties which devolve upon him in the ordinary affairs of life.

—Henry Ward Beecher.



The Series II Velostigmat f4.5 for General All-round Photography

Whether for the studio, home portrait, commercial, speed, landscape, copying or enlarging work, try a Series II Velostigmat. Its versatility and general usefulness will amaze you. The five large sizes are equipped with a diffusing device which helps to soften the wiry, crisp details—that are typical of Velostigmat quality—should they prove objectionable in portraiture.

A trial will convince you.

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

KEEPING DOWN OVERHEAD EXPENSES

Mere volume of business, with satisfactory markups, does not insure a profit, as overhead expenses are a factor in making money. At all times we should keep down overhead expenses, but not to the extent of jeopardizing our service to the customers nor success of the business. The operating expense must be less than the gross profit. However, an expense must be challenged frequently to prove that it is a real necessity and not someone's hobby. Many expenses are merely barnacles that fasten themselves onto the business until someone with courage and discriminating judgment lops them off. The elimination of waste and carelessness is a most important matter, and everybody within the organization should give heed to this important problem.—*The Informant*.

A NEW SPEED CAMERA

At the meeting of the Society of Automotive Engineers at Detroit, C. Francis Jenkins of Washington displayed his "Chronoteine (time stretching) camera." It consists of a 13-inch disc holding on its periphery 48 lenses. As the lenses revolve a photographic film moves back of the disc. Normal exposures are 3,200 a second, possible exposures are 10,000 a second. (The ordinary cinema camera takes 16 views a second.)

This camera will be valuable for the study of water flow, gun fire, machinery and slow-motion studios.

"PLEASE REPAIR MY VANITY CASE"

When our Mr. Healy heard his customer give these instructions he felt sure she was in the wrong store. The vanity case was of conventional design and not of unusual size.

But when opened, it revealed not only the usual lipstick, compact, etc., etc.; but a small box camera which she had installed. It was the shutter that required adjustment.

THE HOTTER THE BRIGHTER

For some time the manufacturers of Mazda lamps were aware of a change in the color transmission value of glass when heated and recently they told us of some interesting tests made and registered photographically.

At a temperature of 660 degrees F, a piece of deep red glass transmitted only 42 percent as much light as when cool, whereas the transmission factor of cobalt blue glass increased 8 percent at the same temperature.

Further tests made with lamps of 150-watt size, fitted with colored caps, tested over a period of 20 minutes each showed the following interesting results.

Yellow	decreased	9	percent
Red	"	41	"
Green	"	16	"
Blue	"	3	"

A slight change in color was noticeable, but not as much as the color transmission factor.



Easter Slogans

"In place of an Easter card—
your photograph"

"At Easter Tide, the gift that
is a permanent reminder of you
—your photograph"

"Make the Easter greeting a
personal one, an appreciated one—
your photograph"

"The Easter gift with the *personal*
touch—
your photograph."

"Greet them at Easter with
a greeting of you—
your photograph"



gevaert



FOR PERFECT PICTURES

Portrait Paper

A distinctive contact printing paper for portraiture. Made in a variety of new and unique surfaces and in two degrees of contrast—Soft and Normal.

Ortho Commercial Film

H. & D. 400—Combines color sensitiveness with high speed, having an emulsion sufficiently rich to obtain any desired degree of contrast. Fully orthochromatic.

Novabrom

A fast general purpose Bromide enlarging paper. Ideal for perfect prints by projection methods with minimum time and complete control. Produces shadows rich and full of detail and uniform tones. Requires no special developer.

Saho Plates

Sensima Ortho Anti-Halo (Saho) H & D. 500. Super Saho (H & D. 700). High speed, non-halation plates, with excellent orthochromatic properties. THE FAVORITE PLATES OF PICTORIAL PHOTOGRAPHERS.

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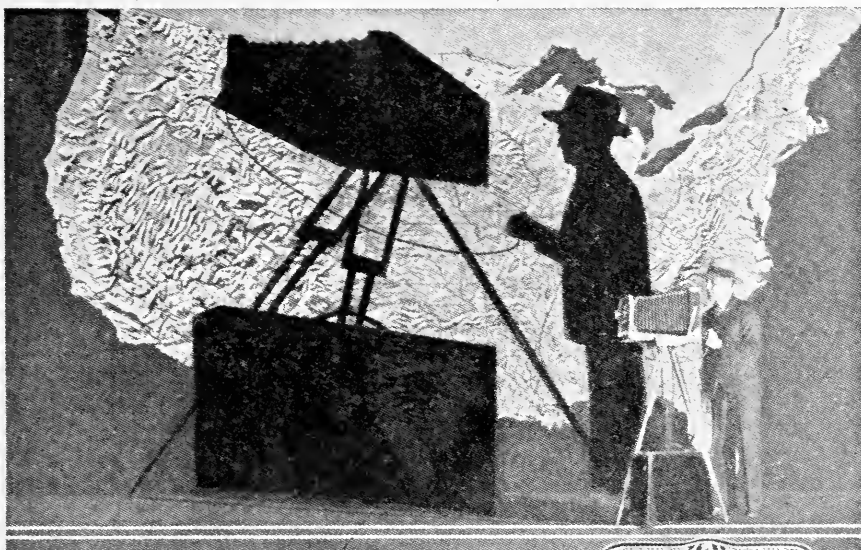
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"Visit our exhibit—Booths 46-47 National Convention, Louisville Ky."



When Asheville wants a Photograph from Portland

Announcing

A Nation Wide Photographic Service

SPONSORED BY THE PHOTOGRAPHERS
ASSOCIATION OF AMERICA

HERE'S a long-sought service. Something you've often felt the need of. Many times you've said, "We certainly could use a photograph of that!" But the subject is a hundred or a thousand miles away. You haven't the name or address of a commercial photographer in the distant city. And so you pass up the opportunity.

But now getting these photographs promptly and properly is as simple as can be. A co-operative service sponsored by the Photographers Association of America has done away with all the bother, untangled all the red tape.

A thousand commercial photographers in six hundred different cities in North America are co-operating to make this service possible.

You deal with your regular commercial photographer. He handles all of the details—assumes all of the responsibility. Your local photographer will gladly suggest ways in which you can put this service to work profitably. Talk it over with him.

PHOTOGRAPHS

Tell the Story

Get that Distant Photograph Quickly

Now you can get a photograph from across the country as easily as from across the street. Just tell your local photographer what you require. He transmits the order to his associate in the distant city, and delivers the photograph direct to you.



Commercial Photographers Service



Don'ts for The Darkroom

DON'T inspect films continually during development. Such extra handling is likely to introduce damage and, besides, uniform results can only be obtained by standard time-temperature development.

DON'T omit rinsing between developing and fixing. Failure to do this will rapidly exhaust the hardening properties of the fixing bath.

DON'T leave the developing solution uncovered when not in use. A cover will not

only prevent general contamination, but will reduce oxidation.

DON'T overwork the solutions. The cost of fresh solutions at regular intervals is low. DON'T try to develop hopelessly underexposed films by forcing.

DON'T forget to fix and wash thoroughly. This care will reduce troublesome stains to a minimum.

DON'T allow dirt to collect on screen surfaces; screen markings are reproduced on negatives.—*Photo Finisher.*

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

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Room 208 - Phone Prospect 476

Retouching, Coloring, Blocking
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At Home or at Your Studio

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For Good Retouching

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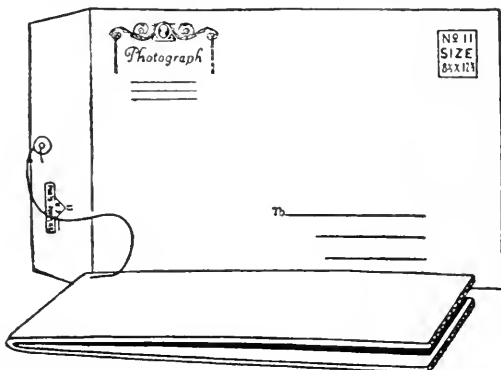
FREE COUPON

I will do FREE one piece of retouching, coloring, blocking or air brushing, to introduce my work.

ODIN LILJEGREN

Expert

957 Mission St. San Francisco, Calif.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

		SIZE
No. 2	5½ x 7½	
No. 3	6¾ x 8½	
No. 4	7½ x 9½	
*No. 5	8¾ x 10½	
*No. 6	10¼ x 12¾	
*No. 7	12¼ x 14½	
*No. 8	10½ x 15	
No. 9	6¼ x 9¼	
*No. 10	7½ x 11½	
*No. 11	8¾ x 12½	
*No. 12	13 x 17½	
No. 14	16 x 20¼	

Packed in cartons containing fifty

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The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need!

PRICES none can meet!

Prompt Shipments!

MAXIMIN FLOOD-LITE



A thing of beauty and a reason for much joy. Built along the lines of the famous Maxima, the MAXIMIN is smaller and of half the weight. A twin arc, taking $\frac{3}{8}$ x 12 carbons—three speed control—14-17-21 amps., a. c. or d. c. Operates from an ordinary house socket and burns on one adjustment of carbons. Counter-balanced three ways—raises, lowers, revolves right or left, and tilts up and down. The cabinet is fitted with roller tracing cloth curtain outside, with adjustable inside screen (same as Maxima), and will produce lightings perfect in gradation—no hard highlights and "choppy" shadows, as is the case with a light imperfectly diffused.

Lightings may be localized from lamp. Revolving the lamp head forward subdues the light "on the ear" or background. Tilted upward the light is softened on hands or draperies, practically doing away with screens and local reduction.

At a current consumption of 21 amps.,—about equal to 2 1000-watt globes—the photographic light given would be equal to 10-1000 watt globe. Very little heat and with a photographic quality unparalleled by any but the clearest, top of the mountain, daylight. The lamp is sturdily built, quiet and flickerless. Large casters of pressed steel, nicked, quadruple ball bearings, rubber fibre shod—revolves and rolls at a touch. Lamp easily dissembled. Standard finish, Nile green enamel, baked on, striped in gold. Special colors subject to delay, \$5.00 extra.

The MAXIMIN complete, price \$150.00.

A first payment of \$50.00 and \$20.00 a month for 5 months will put this lamp in your studio.

Order today from HIRSCH & KAYE

Be Sure of Uniform Results

by using

Uniform Carbonate



Uniform by test

SPEED of development, proper contrast and toning require that your develop-

ing solutions contain just the correct amount of Carbonate by strength, not by weight.

Monohydrated Sodium Carbonate is the only kind of Sodium Carbonate that has a definite and permanent strength for any given weight.

"Anhydrous," "Dry" and "Desiccated" Sodium Carbonates do either one of two things upon standing:

1. Absorb water and lose in strength.
2. Dry out and gain in strength.

These strength variations continue until they finally stabilize as the permanent Monohydrated Sodium Carbonate.

You never know, however, what point of strength they have reached when you are ready to use them in your formulas. The only way you can be sure that your solutions contain the correct amount of Carbonate is to standardize on the permanent Monohydrated Sodium Carbonate.

Mallinckrodt Photo Carbonate is *Monohydrated*. Write us for a sample, enclosing 10c to cover mailing cost. Full directions for adjusting your formulas are given on the label.

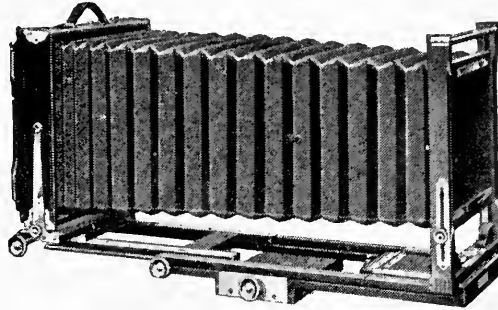
MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Korona Pictorial View Camera

This camera marks a distinct advance in camera design, and has several entirely new features which are great improvements. It is, beyond question, the best type of camera yet produced for all 'round work in the studio, for commercial photography, home portraiture, and with ample capacity for enlarging and reducing. The bed is telescopic, one section sliding within the other and operated by rack and pinion, making a stronger bed, which takes up less space and doing away with the detachable bed section. The rear camera frame has metal shoes, which slide on metal guide plates on the camera bed, so there are no grooves in the bed to wear loose, and metal to metal permits a close fit and makes the back more rigid when extended beyond the normal focusing range and there is very little or none of the bed projecting beyond the back of the camera to annoy the operator. This camera can be focused more quickly because the back slides out on the metal guides to any point on the



bed, and the rack and pinion is then used only within a narrow range for fine focusing. Two tripod sockets permit balancing the camera on the stand or tripod when partly or fully extended. It has a large lens board and also ample rack and pinion adjustment of the rising and falling front, and the front has a lateral adjustment as well. The double swing back is pivoted in the center, both vertically and horizontally. The ground glass frame is pivoted in the center, and operated by a spring device which allows the frame to recede an ample distance for the insertion of the holder, which may be inserted or removed easily without danger of marring the camera.

These springs never get out of order, and the frame is under uniform pressure at all points.

This is the best back ever put on a camera, and is an exclusive Korona feature.

SPECIFICATIONS

	3 1/4 x 4 1/4	5 x 7	8 x 10
Lens Board	3 1/4 x 3 1/4	5 1/4 x 5 1/4	7 1/2 x 7 1/2
Bellows length	14 inches	21 inches	29 inches
Weight of camera	2 3/4 lbs.	5 3/4 lbs.	11 lbs.
Weight of case	2 1/4 lbs.	3 1/2 lbs.	7 1/2 lbs.

PRICES

	3 1/4 x 4 1/4	5x7	8x10
Pictorial View camera without case or holder	\$32.00	\$42.00	\$55.00
Leatherette covered case	5.00	6.00	8.50
Extra charge for leather bellows		3.00	5.00
Plate holders	1.50	2.00	2.50
Film holders	1.50	2.00	2.50
Lens boards	.75	.75	1.00

The 3 1/4 x 4 1/4 size has a leather bellows. The regular equipment of the 5x7 and 8x10 sizes is a leatherette bellows.

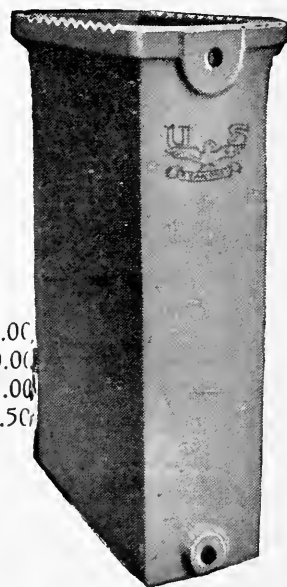
Ask for complete catalogue of Korona Cameras and equipment.
Korona Cameras and Lenses for sale by

HIRSCH & KAYE

New Low Prices on

Developing Tanks

Made of ONE-PIECE, acid proof chemical stoneware,—everlastingly incorrodible and leak-proof. Each tank is unqualifiedly guaranteed to be acid, alkali and corrosion proof with and without the glaze and to give full and complete satisfaction in every respect.



10 Gal. (8x8x38")\$19.75	24 Gal. (14x9½x42") 30.00
14 Gal. (8x9½x42") 23.00	Pako (11¼x11½x42") 30.00
18 Gal. (10½x9½x42") 26.00	29 Gal. (17x9½x42") 35.00
20 Gal. (16x8x38") 27.50	48 Gal. (20¼x11¼x48½")	49.50

THE U. S. STONEWARE CO.

Works (since 1865): Akron, Ohio

New York Office: 52 Church St.

Carried in Stock by Hirsch & Kaye

U.S. STONEWARE

ACID PROOF

Plenty of Silver -OR- Hammer Plates

With shortest exposure HAMMER PLATES produce fine-grained negatives of highest quality. Speed, Uniformity, and Brilliancy are their chief characteristics.



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - - St. Louis, Mo.

159 West 22nd Street, - - - New York City

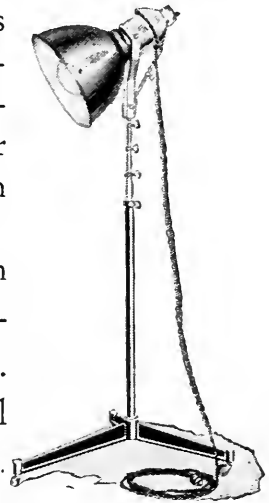
Halldorson General Service Lamp

Style C

The recent revival of interest in single unit Mazda lamps using 1000 and 1500 watt globes has led us to offer this new De Luxe model General Service Lamp, Style C. At a slightly advanced price over the regular style B, the tilting mechanism has been improved so that the reflector is held rigid at any desired angle, and in place of the folding stand, we supply with this new outfit our handsome and sturdy stand.

The Style C can be used as the main light in portraiture or in commercial photography, and in the latter case may be used in pairs or threes. Some specific uses for it in portrait studios may be mentioned as follows: to light up hair from above or over the background; to throw light upon ceiling for indirect general illumination to light up a white background; to use for copying; and for an auxiliary light in connection with larger main light.

It shows no center spot, gives even illumination over an area suitable for portrait or commercial purposes, and develops the maximum light consistent with proper dispersion. By using a globe with frosted tip in it the light given will be soft and diffused and well adapted for portrait purposes.



Specifications: Porcelain lined reflector; nickel finished trimmings; tumbler switch shut off at back of reflector; 15 feet of connector cord; cast base stand with casters for convenient movement; maximum height 10 feet.

Price complete, without globe	\$45.00
1500 Watt photo blue globe	7.75
1500 Watt clear globe	5.50

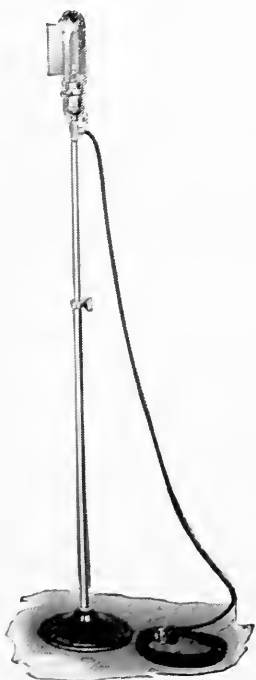
Halldorson Edge Light

The Edge Light is offered as one more knick-knack for the portrait photographer's bag of tricks. It is so small that it may be concealed behind the sitter to give halo effect, or, it may be placed in other concealed positions for special lightings of different kinds. Likewise it may be used from the front in line with the main light for accentuating the high lights on the face. Its small size and convenient mounting will commend it to operators who use special lightings for securing individuality in portraiture.

Complete with 165 watt tubular clear globe and

10 feet of connector cord, price	\$12.50
165 watt 2-20 clear globe	2.00

Order Today from HIRSCH & KAYE



:: At Your Service ::

RUTH V. RUSSELL



This introduces the young lady who has charge of our Mount Embossing Department and who has been mainly responsible for the fine embossing service we have rendered during the past two years. To those who have written us words of praise for our rush season service, when our presses ran day and night, this picture should prove especially interesting.

Colorado is her home state and she takes no little pride in cherished knowledge that Daniel Boone, the illustrious frontiersman of our school books, is her

fourth greatgrandfather. Many little extracts of his life, not fiction but fact, were conveyed to her as a child on Grandmother's knee and she retells them in a truly delightful fashion.

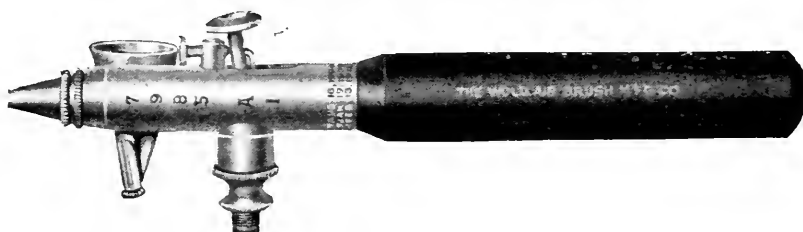
Her travels have taken her into numerous states and the wheel of fortune twice placed her in the throes of a hurricane and tidal wave; once in Florida and two years later in Galveston, Texas.

She hammers the piano a bit for her own amusement and the distraction of neighbors, and she loves a good horse race. Not long ago she picked a pony for us and it came in second. Two horses were running. Close, huh?

In her embossing duties it may be said that she revels in the delight of her work. When the day is done she carries home the same infectious smile of the morning. She says "gracious" when things go wrong. Wish we could.

Necessity for the Photo Retoucher The WOLD Air Brush

Simple
and
Durable



Easy
to
Operate

Write for Catalog Illustrating Type "A-1" Air Brush and
No. 7 Electric Outfit—made for the Studio

THE WOLD AIR BRUSH MANUFACTURING CO.

2173 N. California Avenue

CHICAGO, ILL.

--For--

Home Portraiture and Home Movies

"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.

Agfa Desensitizers

Pinakryptol Green or Pinakryptol Yellow

Enable the photographer to develop his plates or films in
Bright Yellow Light

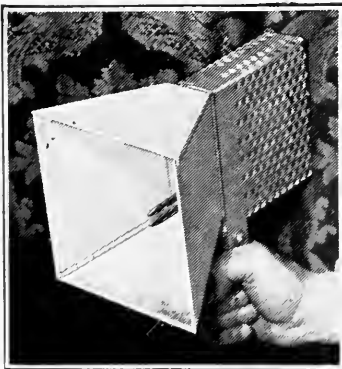
and thus control the quality of his negatives with more certainty than is possible in the old-fashioned, unhealthful and eye-straining dark-red or green lights so long considered a necessary evil of photography.

A short bath in a solution of one of the above named dyes prepares the plate or film in such a manner that the necessity of dim dark-room illumination is eliminated and development can be carried on in a light which makes it easy to bring the image to the exact degree of density desired. Desensitizing,—the modern accessory to development,—saves eyesight, nervous energy and sensitive material,—and gives better results.

Early experiments in desensitizing showed that Phenosafranine, a red dye, was a strong desensitizer, but it had the disadvantage of staining plates, films,—and fingers—so badly that various chemicals were needed after development to remove the stain. The importance of desensitizing, however, was realized, and much research was done to find dyes which would produce the desired effect without causing unpleasant stain. Finally, the AGFA chemists produced Pinakryptol Green and Pinakryptol Yellow, two dyes which not only cause no stain, but which are superior in desensitizing power to Phenosafranine.

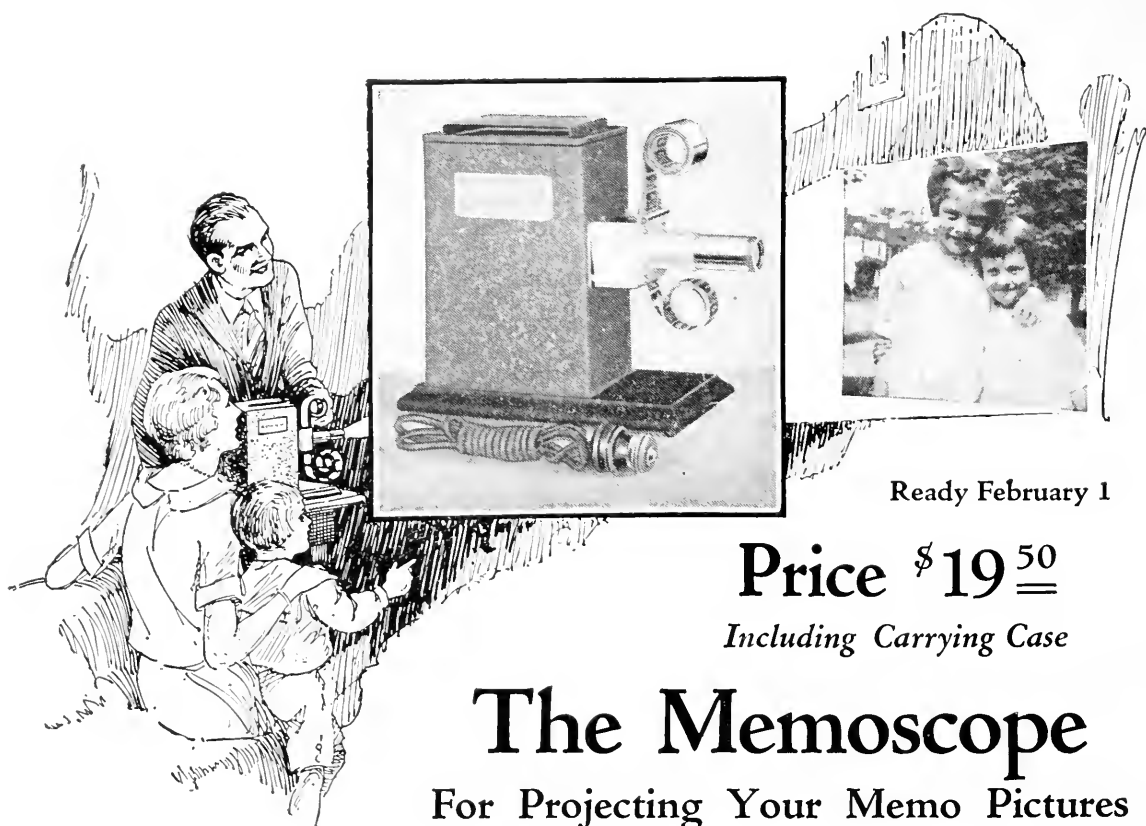
The use of AGFA desensitizers is extremely simple. You can obtain AGFA Desensitizers from HIRSCH & KAYE.

Introducing LITTLE SUNNY



THE biggest light bargain that has ever been offered you. An 8-ampere, 110-volt, self-feeding arc lamp that can be used on alternating or direct current. Connects to any home or store outlet or hanging socket. Gives the light of two 1,000-watt nitrogen bulbs. Takes snapshots in one-fifth of a second INDOORS with an ordinary f8 lens, and proportionately faster with faster lenses. The aluminum reflector and handle fold back for compactness. The handle tilts lamp to any angle. Size folded, 6x5x2 inches.

He's yours for only \$15, complete with 15 feet of extension cord. Weight with cord 45 ounces. Folding stand raising lamp to 6 feet, \$2.50, weight 25 ounces. "Little Sunny" is waiting at HIRSCH & KAYE's for a permanent home in your studio.



Ready February 1

Price \$19⁵⁰

Including Carrying Case

The Memoscope

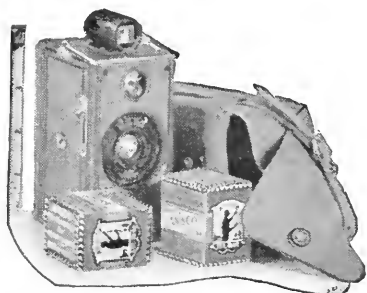
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
Binghamton, N. Y.

SEEN IN THE GROUND GLASS

In an Oakland paper we read of a marriage license issued to Harold W. Benjamin and Mary Davis. Mr. Benjamin is well known for the quality of his work and the unique studio he formerly operated in Oakland. He is now engaged in home portrait work exclusively. Focus extends its best wishes.

The Graf Optical Company, makers of the famous Graf Variable Lens, now occupy new and *much larger quarters* in Chicago.

A Filmo motion picture camera (No. 24772) has been reported stolen from the owner in Bakersfield. If anyone offers to sell it to you, *please notify us at once.*

John O. Tucker, a pioneer photographer located for years in Santa Clara and in San Jose, died Feb. 6 at Carmel. He had been ill for some time.

Mrs. Tucker will continue to conduct her studio in San Jose.

Henry Sackrider, Marysville, has joined the ranks of aerial photographers and enjoys the work. Recently he made a trip a day for a while, and decided to pass up one trip. On that trip, the plane crashed. Was it a hunch?

Leslie T. White (see FOCUS, Nov. 1927) has announced his removal to his new studio at 431 Chestnut St., Ventura. He will have larger quarters in his new location.

E. K. Halverson, who sold his Colusa Studio to J. C. Shinkle, has purchased the Miller Studio on Shattuck Ave., Berkeley.

Dr. Samuel E. Sheppard, internationally known research expert of the

Eastman Kodak Company, has been awarded the Progress Medal of the Royal Photographic Society of Great Britain for 1927, the highest honor which can be received by the photographic scientist. The previous year it was given to George Eastman.

The studio at Enterprise, Ore., formerly owned by George S. Anderson, but more recently operated by T. O. Juve as lessee, was recently sold to Edwin Church, who has taken possession.

The Ford Studio, Ogden, Utah, formerly owned by Marie True, has been sold to D. C. Loveland, formerly of Logan, Utah. Miss True is now in California.

Mr. Edward Mallinckrodt, chairman of the Board of Directors, Mallinckrodt Chemical Works, died on February 1. He was one of the original founders of that well known company.

W. H. Cottle, formerly of Concord and now of Berkeley, was a passenger on the ferry steamer Peralta, when it took a nose dive on San Francisco Bay, February 17. Though wet to his shoulders, he escaped further injury. The package of portrait film he had previously purchased from Hirsch & Kaye escaped injury because he raised the package over his head.

We learn of the death, on February 17, of William Percy Mills, president of the Moore Push Pin Company.

Duncan Blakiston, air brush artist, has moved to larger and better quarters. See his notice on page 8 of this issue.

J. C. Shinkle has taken over the former Halverson Studio in Colusa.

BY THIS SIGN



KNOW SERVICE

1886

—MARCH—

1928

It means much to photographers to have their orders filled promptly with the best both in materials and service.

Forty-two years of successful business experience and a reputation we must maintain by giving service and satisfaction.

We carry complete stocks of photo apparatus, and materials, including personal motion picture equipment and accessories.

The products of all leading manufacturers are here for your selection.

HIRSCH & KAYE

PHOTOGRAPHIC APPARATUS AND MATERIALS

239 GRANT AVENUE, SAN FRANCISCO

B. & L. Border Tinting Projection Printer (For Photo Finishers)

Takes negatives 5x7 or smaller.

Enlarging 1 to 7 diameters.

Equipped with Anastigmat f4.5 lens.

Tints border same time picture is printed.

Equipped for copying.

Raise or lower printer to size print required.

It is always in focus.

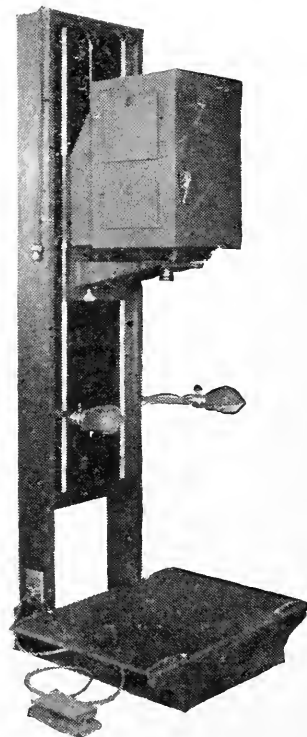
Wired for one 200 watt Mazda bulb.

Largest possible print 20x28 inches.

Space required 25x28x72 inches.

Price without lamp, \$210.00.

Monthly payment terms if desired.



We Like These

In the February issue we printed a letter from a customer in which he told his opinion of THE FOCUS. Here are a few replies. Are there any others?

"I read with much disgust the letter on page 13. Whoever he may be shows just what kind of a business man he is, and I venture to say, that the profession or THE FOCUS will not miss him if he drops out. One bad weed in a garden can do a lot of damage and that is all he is."

Amen.

J. T. G.

-- --

"THE FOCUS is all right and the party that's trying to knock it is a very nice fellow with a small front and long arm from reaching over free lunch counters and reaching in the cracker barrel when the boss is not looking. I will bet a dime that your knocker has so many patches in the seat of his pants that it looks like a balloon tire and then some."

"I don't want to say any more as I might go too far about him."

J. H. H.

-- --

"In the February issue of FOCUS I noticed an article written by a photographer who must be suffering from dyspepsia or perpetual grouch. In reference to his remark about never having seen a photographer smile, he must constantly have been looking in the mirror so that he never saw anyone else in the profession."

"As to the Bargain Sheet—what does one want? H. & K. has never to my knowledge had anything in their Bargain Sheet that was not priced right or was not of great value."

"My experience has been in turning in any equipment, a liberal allowance has always been made on any standard merchandise."

"It has always been a pleasure for me,

and I have heard others remark the same, to do business with a firm like H. & K. because of the interest and warm cooperation they give their customers."

"Might state in passing have picked up numerous items from THE FOCUS which gave me new ideas and help in difficulties."

"I can candidly state that I have never received any but the most cordial treatment from the heads of the concern down to Jerry. The outside salesmen go out of their way to accommodate in every respect. I personally have been doing business with H. & K. for twenty years and have the first time to make a complaint of adjustment or service. They must be right when to my knowledge several of those holding responsible positions today in this concern the writer knew as errand boys."

"I think in justice to H. & K. that other photographers as well as myself would like to hear how many photographers take an interest in THE FOCUS."

-- --

ILEX PARAGON ANASTIGMAT F:4.5

The lens without a Peer

A highly corrected anastigmat which covers the plate sharply and cleanly to the very edges. Renders positive "Snap" and "Brilliancy" with unusually sharp definition.

*Unsurpassed in Quality
but Reasonably Priced*

Pioneers in the successful making and marketing of shutters with the revolutionizing wheel retarder. Manufacturers of highest quality photographic and projection lenses.

Ilex Optical Company
ROCHESTER, N. Y.

For sale by HIRSCH & KAYE

*Here is a New "Foldeasel," Specially
Good for School Work*



The Fabyan

A cornerholder style. The stock is barquette finished Varitone.

Colors—Gray and Neutral

Sizes—3x4 and 3x4½

Prices—\$7.00 7.50 per 100

The flaps cover portrait—by turning them back and locking them in place with the patented holder a firm, substantial easel is formed.

It is a simple, understandable style and immediately suggests itself to be placed on display. This means good portrait advertising—for the more portraits are seen in the customers' homes, the more portraits are thought—spoken of.

Samples of both colors for ten cents

SAMPLE OFFER SS-58

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



Things You Should Know---

STAINS THEIR CAUSE, PREVENTION AND REMOVAL

By J. I. CRABTREE

*Research Laboratory Eastman Kodak
Company*

(Continued from February)

3. SILVERY WHITE OPALESCENCE.

This peculiar stain is formed when drying negatives or transparencies by means of denatured or wood alcohol and especially if the drying is hastened by means of heat. This phenomenon has been attributed to various causes, including the use of impure alcohol, or fixing, or washing of the film, the presence of calcium salts in the wash water, etc.; but although these factors may influence the amount of opalescence produced, they are not the determining factors, since it is possible to obtain severe opalescence by immersing a film of plain gelatine in pure grain alcohol and drying at a temperature of 95 degrees Fahrenheit. The amount of opalescence produced is greater, the more rapid the drying, but it rarely occurs even if the film is insufficiently fixed and washed if drying is conducted at 70 degrees Fahrenheit.

The opalescence is apparently due to precipitation of the gelatine by the alcohol to a solution of gelatine in warm water. Hard gelatine is more readily precipitated than soft gelatine.

The precipitation is also produced by strong solutions of hypo, sodium sulphite, etc. When fixing a negative in a strong solution of hypo containing

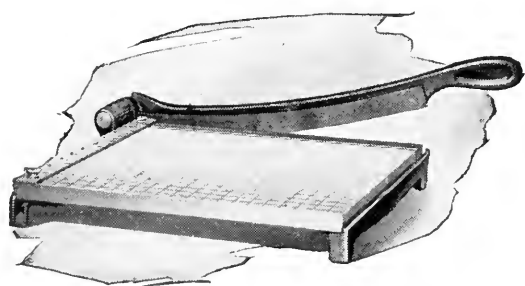
an excess of acid hardener, the fixed out film often appears milky, especially in warm weather, though the milkiness disappears in the wash water when the precipitated gelatine returns to the hydrated modification. This opalescence will often appear when removing sulphur stains with a warm solution of sodium sulphite, but disappears on washing.

REMOVAL OF OPALESCENCE

Immersion in water and drying at normal temperatures removes the opalescence completely. When drying with alcohol, opalescence rarely occurs if the film is thoroughly fixed, washed, immersed in a mixture of 90 vols. of alcohol and 10 vols. of water, surface dried, then dried by a fan at a temperature not exceeding 70 degrees Fahrenheit.

To summarize: It is, of course, possible for two or more varieties of white stains to be present on the same film. To remove an unknown stain, therefore, the film should first of all be fixed in plain hypo, washed, and bathed in a 10% solution of sodium carbonate and washed to remove any aluminum sulphite. If a stain still persists this is due to sulphur, and is removed by first hardening the film for 2 or 3 minutes in a 5% solution of sodium sulphite at 110 to 120 degrees Fahrenheit and washing.

BRADLEY'S CARD and PAPER CUTTERS



These trimmers are now made with ruled table and an adjustable attachment which holds the blade upraised ready for instant use—a valuable feature found in no other trimmers.

In all details of construction they are first quality guaranteed, and will be found absolutely satisfactory for the accurate trimming of mounts, prints, etc.

Premium Trimmer,	12 in.	blade	\$20.00
Manufacturers Trimmer,	24 in.	blade	55.00
Springfield Trimmer,	24 in.	blade	30.00
Imperial Trimmer,	18 in.	blade	25.00
(Self lifting blade)			
Crown Trimmer,	15 in.	blade	18.00
(Self lifting blade)			

Diamond Trimmer	6 in.	blade,	Price \$2.00
Dandy Trimmer,	8 in.	blade,	Price \$2.50
Studio Trimmer,	10 in.	blade,	Price \$3.00
Monarch Trimmer,	12 in.	blade,	Price \$5.50
Popular Trimmer,	15 in.	blade,	Price 13.00
National Trimmer,	18 in.	blade,	Price 20.00

Catalogue
on
Request

Glass in Big Sizes

Perhaps you do not know that Hirsch & Kaye can supply you with Ruby and Flashed Opal glass in unusually large sizes.

Ruby and Amber glass (flashed, therefore permanent) can be supplied from stock in any size up to 36 inches.

Flashed Opal glass of the finest imported quality is on hand in any size up to 35x55 inches. Before you forget, better place your order now.

-- --

Grundner Studio Shutters

Shutters of this type are notable for their noiseless and dependable operation. They are particularly recommended for use in portraiture, animal photography, or in any work where silence in operation is required.

The Grundner studio shutter is semi-circular in form, and it consists of two

Segments of fine leather bellows which operate simultaneously on springed hinges. The opening and closing is instantaneous. The shutter is attached by two screws to the back of the lens board.

A cable release with aluminum handle operates the Grundner shutter. This affords remarkable control and speed; moreover, unlike ordinary shutters of the pneumatic type, its operation is not limited or accidental, but is entirely within the control of the operator.

PRICES OF GRUNDNER SHUTTERS

3 in.	opening	\$ 8.25
4 1/2"	"	10.75
5 1/4"	"	12.00
6 "	"	13.00
6 3/4"	"	14.00

Introductory discount 20%.

-- --

Some people are so generous they are willing to give up their New Year's resolution during Lent.



"JERRY'S" CORNER

By HIMSELF

I haven't got time nowadays to do my stuff. I'm on a secret investigation. Nobody but me knows what it's about and I won't tell. Maybe I'll have some news for you next month.

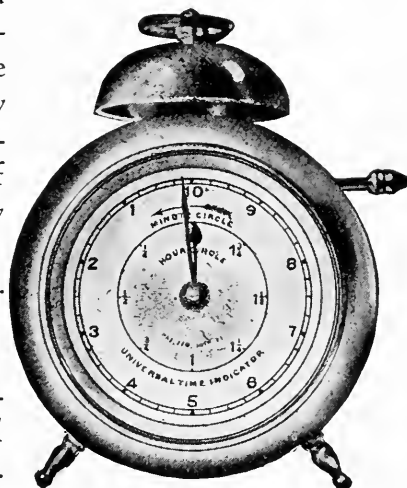
Yours for speedy results,
JERRY.

INTERVAL TIMER

The use of this Interval Timer will save you money. It may be set for any interval between fifteen seconds and two hours. At the end of the interval the alarm rings and the clock stops. Very useful in the dark room for timing tank development or for bromide work. It will pay for itself by saving operator's time and improving the quality of your work.

Price \$4.50.

Barre Timers No. 401



This timer will ring an alarm bell at any designated time from 1 to 60 minutes or over. Will run continuously for 36 hours with one winding. The Barre Timer No. 401 is four inches in diameter and well made of brass with nickerled case.

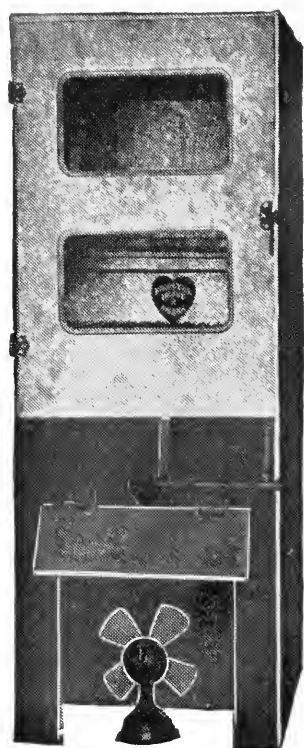
You need a Barre Timer for tank development, washing prints, and almost every photographic process. Accurate timing will insure best results from your workrooms.

Price\$4.50.

U. S. Stoneware Developer Jars

Large laboratories have found U. S. Stoneware Developer Jar indispensable for storing developer solution. Stoneware Jars will maintain an even temperature indefinitely, thus assuring a uniform quality. No filtering is required because the impurities settle to the bottom of the Jar, below the faucet line. The developer is therefore always pure and ready for immediate use. The cover fits snugly and prevents oxidation. These Developer Jars are made of common stoneware, for wooden faucet connections.

5 Gal. size	\$4.50
10 Gal. size	7.50
Wooden Faucet60



The New K-C Rapid Glossy Dryer

Affords you the best possible service at the minimum of cost.

The cabinet is made of 24-gauge galvanized steel, well reinforced and should last a lifetime. It requires small floor space of 23x28 inches and is 5 1-2 feet high. Being an all-steel unit, it conforms to the fire underwriters specifications. It is made to accommodate all standard sizes ferro tins. It is equipped for gas or electric heat.

NOTICE:- An ordinary electric fan 8 or 10 inch size must be used with the Gas Heated K-C RAPID DRYER, which is not included in the following prices.

No fan is used with the K-C RAPID ELECTRIC HEATED DRYER.

U. S. Pat. Apr. 14th, 1925

U. S. Pat. Oct. 18th, 1927

Can. Pat. June 15th, 1926

PRICE LIST

The New K-C Rapid Glossy Dryer, with gas burner, accommodating fourteen 18x24 tins,.....\$115.00

The New K-C Rapid Glossy Dryer, with gas burner, accommodating fourteen 14x20 tins,.....115.00

The New K-C Rapid Glossy Dryer, with gas burner, accommodating twenty-eight 10-14 tins,.....120.00

NOTICE:- When an electric heater is supplied in place of gas, add to price of dryer \$36.00 for 110 volt heater; for 220 volt heater add \$65.00.

WHEN ORDERING DRYERS ALWAYS BE SURE TO STATE SIZE OF TINS TO BE USED IN DRYER.

It will be to your interest to investigate this dryer before buying.

HIRSCH & KAYE

239 GRANT AVE.

SAN FRANCISCO, CALIF.

BEATTIE'S HOLLYWOOD BRITE - LITE

is a brilliant, pebbly silver leaf surface, which, used either with or opposed to any light source, acts as a supplementary light, or, as a reflector. Softens or obliterates lines and hollows. Models or flatters at will of operator. Almost instantly adjustable to any position. Nicely finished in blue and black enamel and nickel. Folding and seven pounds in weight.

Price \$25.00.

For Sale By

HIRSCH & KAYE

THE BARGAIN COUNTER

BARGAINS IN LENSES

SIZE	FOCUS	SPEED	DESCRIPTION	CONDITION	BARGAIN	
					LIST	PRICE
6½ x 8½	12"	F5	Barre Portrait in barrel	Shopworn	49.50	19.50
8 x 10	13½"	F4.5	Darlot in barrel, cut for waterhouse stops, supplied without stops, but you can make these out of cardboard or sheet brass. Lens slightly scratched.	Used	40.00	7.50
6½ x 8½	16"	F4	Dallmeyer 3A Portrait in barrel	Good	221.00	99.00
3¼ x 5½	7"	F11	Single Achromatic in Kodak BB Shutter with speeds 1/25 to 1/100 sec.	Good	8.00	3.75
3¼ x 5½	6"	F8	Rapid Rectilinear in Auto Shutter. Speeds 1/25 to 1/100 second	Used	15.00	4.25
5 x 7	8½"	F8	Century Rapid Rectilinear in Regular shutter. Speeds 1/100 to 1 second.	Fair	20.00	4.50
6½ x 8½	11⅜"	F7	Darlot Memispherical Rapid cut for stops-not supplied.	Fair	33.50	9.50

We offer several backgrounds at reducer prices. These grounds were on display as demonstration and are in good condition. Several are like new. Size 5x6 and 8x8 and 8x8x7. Send for illustration and special prices.

-- --

Some people still prefer to use horizontal enlarging equipment and we have a 5x7 Burke & James horizontal enlarger. This is fitted with 9-inch condensing lenses and a 600-watt lamp. The greatly reduced price is \$55.00.

-- --

Somebody has need of this 7x11 Eastman View camera with two film holders and case. Special price \$49.50.

-- --

Convert your tray into an efficient print washer by installing this used tray syphon. As serviceable as new and offered for \$3.50.

-- --

To the home-portrait man we offer a 4x5 Korona View Camera with carrying case and plate holder. The price is \$24.50.

A Majestic Dry Mounting iron is a handy thing to have in the workrooms. Electric heated and requires no special wiring. The price on the one we offer is \$6.75.

-- --

A good lighting unit for enlarging is this used 19E Paralex reflector which will completely cover an 8x10 negative. The cost of the Reflector is \$27.50.

-- --

Customer desires a used 8 x 10 studio outfit and we have none to offer. Put a new and modern outfit in your studio and let us make an allowance on that old outfit of yours. What have you? Box 205, THE FOCUS.

-- --

12 inch Western Electric Fan, 3 speeds, is offered, good condition, runs like new. Just the thing for photo finisher drying cabinet or to blow against ferrotype tins. Price \$12.50.

-- --

Just taken in—a Halldorson Home Portrait Flash lamp. Very Portable—good for single figures or small groups. Price only \$22.50. Terms if desired.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Oregon

In a southern Oregon city we find a modern studio in delightful location. Equipped for all branches of work. Box 2089, THE FOCUS.

-- --

There are several studios in Oregon you can buy for only a few hundred dollars. Here is one with studio and view cameras (including circuit). Box 2097, THE FOCUS.

-- --

In Klamath Falls is a studio that is well equipped. This is a big city proposition and will earn money for you. Privilege of ten years' lease. Box 2147, THE FOCUS.

-- --

Nevada

In eastern Nevada mining region there is a studio that looks like a good location. Only studio for 10,000 people. Box 2095, THE FOCUS.

-- --

Well known studio in Reno is listed with us. Has good reputation and equipment is new. Rent is reasonable. Box 2125, THE FOCUS.

-- --

Another Reno Studio listed with us includes living rooms at reasonable rental. Equipment is modern and new. Box 2202, THE FOCUS.

-- --

New Mexico

Modern studio equipped to 8x10, doing first class Portrait, Kodak finish-

ing and Commercial business. Ground floor location, reasonable rent, County seat town, 3,000 population, live and growing. This is the only studio in the County. Stock, equipment, fixtures, etc. will invoice over \$3,000. Will sacrifice for quick sale. Don't fail to investigate this if you are looking for a real business. Box 2154, THE FOCUS.

-- --

Washington

Studio in city of Concrete is listed. Population 1500, offers profitable field for owner. Seems well equipped. Present owner prefers ranching. Box 2123, THE FOCUS.

-- --

Well known studio in Tacoma business district, in modern building. Equipment includes Cooke & Goerz lenses, B & L Projection Printer. Janitor service included. Box 2129, THE FOCUS.

-- --

In Snohomish County we find an upstairs studio in a city of 3500. Living quarters are included. Equipment includes Voigtlander lenses, ferrotype dryers and other modern items. Owner selling because of failing eyesight. Box 2086, THE FOCUS.

-- --

Ground floor location in Umatilla County, only studio in this part of county. Contains studio commercial and finishing equipment. Rent quite low. Box 2097, THE FOCUS.

Commercial DEFENDER

for Photo Finishing

for Commercial Photography

Print Quality—the best possible print from every printable negative—is the very definite service that Commercial DEFENDER renders to the Photo Finisher or the Commercial Photographer.

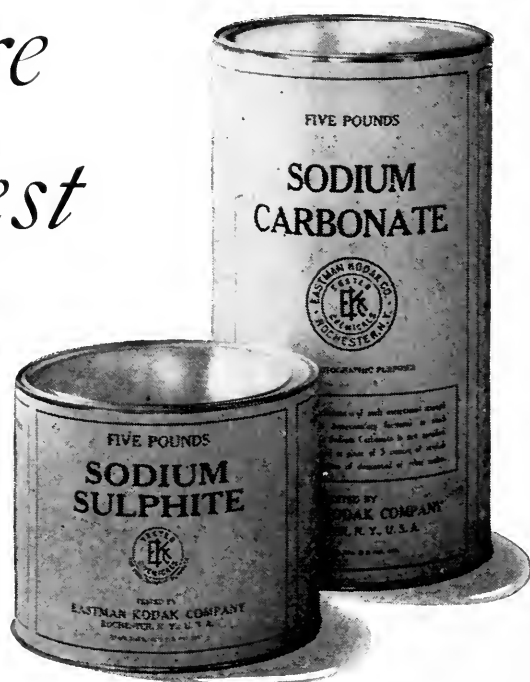
There is a grade of Commercial for every negative. The Photo Finisher knows that Commercial DEFENDER takes care of the January crop of negatives as well as the overload of July. The commercial man depends upon it to maintain a uniform, year-round output of quality prints.

Made in 4 grades: **Hard, Medium,
Medium Soft, Soft.**

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Buy Pure High-Test Sodas



There are two things to consider in buying the sodas, which are an important factor in all developing solutions. One is purity and the other is price. There are high-test and low-test sodas. Eastman Tested Carbonate is 98% pure. It costs two or three cents more, per pound, than a soda which tests 85%, but it goes just that much further so it is just as cheap.

If we thought low-test sodas were sufficiently pure for photographic use we would sell them—but we don't. Eastman Tested Sodas in air tight containers, given ordinary care, will absorb no appreciable amount of moisture. Specify "Eastman Tested" when you order sodas.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

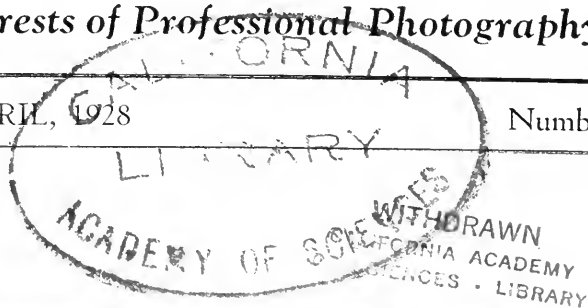
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

APRIL, 1928

Number 4



WHAT'S WRONG WITH THE PICTURE?

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa

Portrait Film

Mat

Clear

Regular AGFA Portrait Film has speed, full graduation scale and color sensitiveness; in fact, all of the advantages which make it the first choice of the careful photographer.

Mat AGFA Portrait Film has the same emulsion and besides its great advantage in retouching, blocking and working in backgrounds, is remarkably free from halation.

TRY IT



AGFA PRODUCTS, Inc.

114 East 13th St., New York City

48 Auburn Ave.,
Atlanta, Ga.

180 N. Wabash Ave.,
Chicago, Ill.

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

APRIL, 1928

Number 4

: IN THE PROFESSION :



ARTHUR L. DIAZ
CANANEA, SONORA
MEXICO

For a diversion, we will take our readers south of the Rio Grande.

For sometime we have admired the well written, clean cut letters from one of our numerous customers in Mexico and our curiosity has resulted in this article.

Arthur L. Diaz, is the author of those interesting letters. In 1919 he opened his first studio in Cananea, Sonora, Mexico, 50 or more miles southeast of Nogales, Arizona. A short time later he closed the studio and found employment in Nogales where he worked and studied photography for three years.

In 1927 he returned to Cananea and opened in his present location. From the nature of merchandise he orders from us we infer that his studio is as modern as any. He tells us his lighting equipment is both daylight and electric—magnesium.

Cananea is an interesting town. The picture sent by Mr. Diaz reminds us of McGill, Nevada, and similar modern smelting plants. As you have now inferred, Cananea is the center of a large mining industry, but cattle raising is also an asset to the community.

Mr. Diaz extends a sincere invitation to photographers to visit him. Train service via Naco, Arizona, is available on Tuesday, Wednesdays and Saturdays or daily by bus. We are reminded that in the State of Sonora you will find lots of local color, and no prohibition.

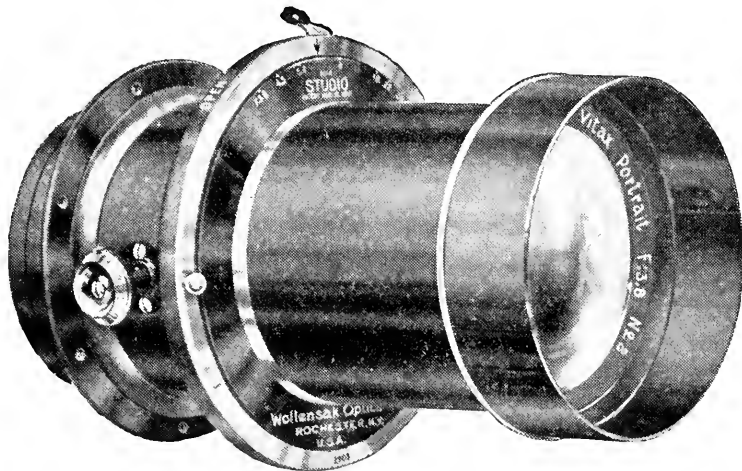
THE PHOTOGRAPHER AS A MIXER

THERE have been times in years past when the curious public would climb the stairs to the third floor back, just to find an unusual artist or perhaps photographer. These were times when the public had less to do and the arts were hidden away as well as the artists.

Now the daily habit seems to have swung to the other extreme and we find the artists and the photographer confronted with the necessity of going out to find his public and his customers. This is a little hard on the artist and the photographer. The older man doesn't quite understand the change, but the new studio man does. He is an artist and a mixer, a photographer and a glad-hand man too. He has found that he has to be on the front line of the "get-acquainters," or somebody forgets he is in business at a most significant time.

The photographer who doesn't like to meet people publicly will have to get over it or his business will slip away. Make people like you personally and they will like your work.

—♦—♦—♦—
A great deal of the joy of life consists in doing perfectly, or at least to the best of one's ability, everything which he attempts to do. There is a sense of satisfaction, a pride in surveying such a work—a work which is rounded, full, exact, complete in all its parts—which the superficial man, who leaves his work in a slovenly, slipshod, half finished condition, can never know. It is this conscientious completeness which turns work into art. The smallest thing, well done, becomes artistic. WILLIAM MATHEWS.



VITAX -- The Speed King of Studio Lenses

When used at its largest aperture, instantaneous exposures are possible. Think of it, photos of the kiddies without motion. Life-like portraits with that beautiful rounded, standing-out effect.

The Vitax is made in the long foci to give true perspective and good drawing. It is equipped with a diffusing device to permit softening of the harsh detail, sometimes objectionable in portraiture.

Vitax Extension Lens

An extra front combination that displaces the front lens of the 16 in. focus Vitax and increases the focus to 20 in.—an ideal focus for making large heads.

Catalog Upon Request

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

WE FOUND THAT OUT

THE photo supply dealer is regarded by most photographers as a necessary evil. He and his salesmen are hail-fellow-well-met in the average studio until it is necessary to shut off the credit. The former bosom friendship then immediately becomes just as C. O. D. as the goods. All is not beer and skittles for the stock house man. When the photographers throw a party the dealer provides the beer ($\frac{1}{2}$ of 1% of course, Mr. Volstead) and whatever should go with it, but when it comes time to buy goods the photographer skittles over to a drug store and gets an additional five per cent. (I have made worse puns than that one, but not lately!)

The stock house is expected to carry everything a photographer may conceivably desire, from a complete thousand dollar studio outfit down to free trimming boards for the use of customers. Also to act as a storage space and selling agency for all the old junk in equipment which its customers want to unload on someone else and for which they expect three-fourths of its purchase price twenty-five years ago. And it does! Whereupon the photographer reciprocates—as aforesaid—by buying supplies through the drug-store and purchasing the more expensive equipment direct. But the stock house is mighty handy when the studio needs three 4x6 folders before five o'clock. Sometimes the druggist isn't so crazy about it, either!

Most dealers have a flock of salesmen traveling the contiguous (mark that word down, Susie, I might want it again) territory. These aristocrats of the business roll around in either automobiles or Fords. When there is noise like a load of tin being dumped on the sidewalk and the door opens with a wham to let in a breezy personage, the photographer knows the salesman has arrived. He precipitately retires to the rear of the studio and asks his wife if the last bill

has been paid. If she says "No!" he is "out." So is the dealer.

The stock house usually has a big store, with fine show windows, right on the main street. These windows come in handy for the display of photographic society meeting announcements, and theatre placards which can be had in exchange for tickets. The dealer tries to outguess the customer and put in the window what the photographer finds the drug-store is just out of. If he guesses right, he has that much more on the books.

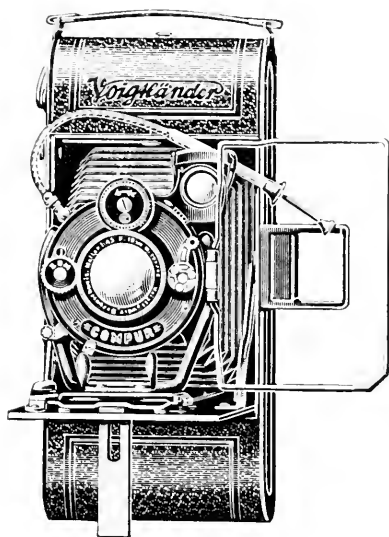
The photographer who worries about his rent and overhead expenses should be glad he is not running a supply store. Most dealers have so much overhead that life to them seems like one large umbrella. And what isn't in the store using up space and adding to the overhead is out on approval. Usually its disapproval, but at least in the meantime the dealer has that much more space. This comes in handy when he wants to walk around and tear his hair, which is most of the time.

Bankers and dealers are much alike in the estimation of many studio owners, except that in their opinion while the banker has one glass eye, the dealer has two. Most dealers have large, broad shoulders. They get that way from carrying so many photographers!

When business is good, the photographer buys a new car, pays up last year's bill, and orders enough new stuff to keep him in debt for the next twelve months. When business is poor he only buys the car. In any event the dealer is out of luck, except that the really thoughtful photographer sends him a picture of the car and promises his salesman a ride some day.

When the dealer has nothing to do he goes around with a pencil and pad, to see how much he has left of the eight or ten thousand different items he keeps in stock. This is called "taking inventory." He adds the total to the amount

(continued on page 7)



CAMERA LUXURY
at a Low Price
The New
VOIGTLANDER

Avus

Roll Film Camera
 $2\frac{1}{2} \times 4\frac{1}{4}$ with F:4.5
Voigtlander Skopar An-
astigmat Lens and Com-
pur Shutter.

The Avus has both Iconometer Direct-View and Brilliant Indirect View-Finders. The lens has ample speed for every requirement—speedy enough for dull day snaps. Cable release on shutter prevents jarring when camera is held in the hand. For the first time in the history of the industry, a camera of this quality—with a high-grade lens is offered at this low price.

Special at \$33.00

*Sole Leather Case, plush lined with
extension shoulder strap \$5.00*

FOR SALE BY HIRSCH & KAYE

ILEX PARAGON ANASTIGMAT

F:4.5

Enjoys a Perfect Record

Five years ago when this lens was first placed on the market it was referred to as the

Foremost Corrected F:4.5 Anastigmat.

The years have proved the accuracy of this statement. Of the thousands now in use none has failed to give complete satisfaction to its owner.

Brilliance of image, needlepoint definition on a flat field covering sharply to the very edges at full aperture are

PARAGON CHARACTERISTICS

It costs nothing to convince yourself of these facts. Your dealer will be glad to send you an Ilex Paragon on 15 day trial.

ILEX OPTICAL CO.

Rochester, New York

Agfa Color Plates

Enable the Commercial Photographer to offer a *more* complete catalogue service to his customer by reducing art work costs and by producing more accurate color results.

AGFA Color Plates can be used directly for window display campaigns, and, through the photo-engraver, for circulars, catalogs, and other profitable purposes which readily suggest themselves to the wide-awake photographer.

Literature for the asking!

HIRSCH & KAYE

Distributors of

Agfa COLOR PLATES

PANCHROMATIC COOPER HEWITT TUBES

Here is an announcement of great interest to commercial men and photographers who are engaged in color separation work.

The well known Cooper Hewitt tube, famous for its bluish green actinic light, is now supplied in a red tube for panchromatic and color separation process. The red tube operates from an auxiliary somewhat similar to the auxiliary as supplied with the regular tubes. A consumption of approximately 350 watts is recorded for the panchromatic tube which is 22 inches long and gives full candle power in the red light.

Due to the fact that the regular blue Cooper Hewitt tube has light emanations in the violet, blue, green and yellow, and now the red tube having emanations in the blue, green, yellow, orange red and red, it is possible to use the blue and red tubes in combination, one red tube to two blue tubes, or even two to three, and by mixing the colors in this manner obtaining a complete spectrum and a perfect mixture of the primary colors, and the red of course may be enhanced at the will of the operator.

If interested, write Hirsch & Kaye for additional details. Cooper Hewitt lighting equipment for various purposes can be obtained from Hirsch & Kaye.

A REDUCING ATTACHMENT for the 5 x 7 EASTMAN AUTO-FOCUS ENLARGER

Small prints can now be made with the Eastman Auto-Focus Enlarger. This new attachment added to the enlarger gives it a range from a 4-time enlargement to a $2\frac{3}{4}$ -reduction. You can now make a $1\frac{3}{4}$ in. x $2\frac{1}{2}$ in. print from a 5 x 7 negative and proportionate size reduced prints from smaller negatives.

The Reducing Attachment is quickly put on and easily operated. It widens the scope of your enlarger.

Reducing Attachment for the 5 x 7
Eastman Auto-Focus Enlarger.... \$30.00
Order today from Hirsch & Kaye.

JELLITAC

This is a paste powder, which becomes a tenacious paste when water is added. It will keep indefinitely, as you only mix as much as you need.

Jellitac is well known to old time photographers and has always been satisfactory. A 4 lb. package will make 4 gallons of paste, \$1.25.

A GRAINLESS DEVELOPER

Agfa Glycin is in great demand these days. It develops slowly, gives brilliant and very clean negatives and can be graded to a very high degree in its effect. Glycin keeps well in solution, and can be used over and over again. It is particularly suitable for tank and time development and is unexcelled for compensating serious faults in exposure.

Agfa Glycin is recommended for X-Ray, and process work, as well as motion picture and other branches, where the minimum of grain is desirable.

FOR SALE BY HIRSCH & KAYE

(continued from page 5)

outstanding on his books and deducts the whole from what he owes the bank to find out how much he is in the hole. Of course he himself never has any bills to pay. If by any chance the balance is in his favor, he puts the fifty cents in his pocket and declares a holiday.—By "Pip," in *Abel's Weekly*.

More photographers should be familiar with Burroughs Wellcome Sepia Toner. Easily prepared, it yields a delightful sepia tone.

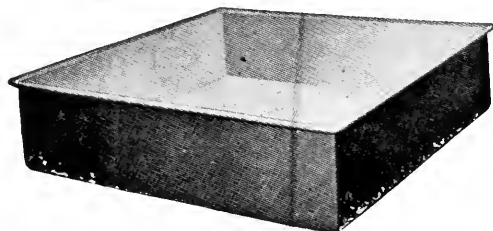
So that you may know more about this preparation, we have arranged to distribute a limited number of sample packages. If you write promptly, we will gladly send a sample package to you, after which you will use it regularly.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

White Enamel Fixing Bath



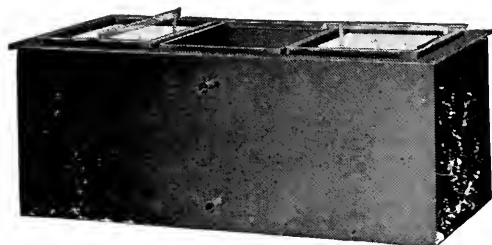
For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"
18x24x6"

16x20x6"
20x24x6"

10x12x5"
18x22x5"
20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in
Initial Cost
Upkeep, Service

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

AMATEUR
FINISHING
OUTFITS. Roll
Film and Circuit
work. Enormous daily
output.

Enamel Water-jacket
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

POLICE STOP PHOTOGRAPH ORGY

Boy "Paints Town" on Bad \$15 Check GETS GIRL TO POSE WITH HIM

A 14-year-old lad, who lives with his grandmother in San Mateo, found life on the peninsula dull and uninteresting. Yesterday he cashed a bad check for \$15 and came to San Francisco to "paint the town red."

First he bought a new hat and then a slick new pair of yellow corduroy pants, and then he got really wild. An automatic photograph gallery on Market street was the instrument that caught his eye and launched him on a career of unrestrained wickedness.

He played that thing—and how! He photographed himself front view, side, chin up, chin down, smiling, laughing, crying, hat on, hat off, smirking, frown-

ing, tongue in, tongue out—he went through every variation in the catalogue. As he gayly slid to perdition on photograph slips at two bits per slip of eight poses, he even induced a girl to be photographed with him.

At the height of his excesses the door seemed suddenly to be filled with policemen, and a hand shot forth from the stalwart frame of Policeman Niccolini. The gay young wastrel, who was showing San Francisco a thing or two became a very small and very conscience stricken boy again. Investigation disclosed charges that the boy had issued a worthless check on a San Mateo plumber, and he was held for action of police of that city.—S. F. Chronicle.

ENVELOPES OF ALL DESCRIPTION FOR PHOTOGRAPHERS

Open End Manila Envelopes

Inexpensive but durable, made with gummed flaps. Used for delivery of photos, for mailing (provided a cardboard stiffener is used) and frequently used for delivery of photo finishing.

	Per 100	Per 1000
5 x7½	\$.30	\$ 2.70
5½ x7½	.35	3.00
5½ x8¼	.40	3.30
6 x9	.45	3.70
6¼ x9¼	.45	3.80
6½ x10	.50	4.20
7 x10¼	.50	4.50
7½ x9¼	.55	4.70
7½ x10½	.55	4.70
8½ x10½	.90	7.90
10½ x12½	1.75	15.50
11½ x14½	2.05	18.50

-- --

Negative Preservers

Your negatives are a big asset and are deserving of the best care you can give them. Why ruin them with scratches when negative preservers are so cheap?

We furnish two styles—glassine (transparent) and manila. Both are printed to conveniently record helpful information.

	Per 100	Per 1000	Per 100	Per 1000
3¼ x4¼	.30	\$ 2.40	.55	5.25
3¼ x5½	.35	2.90	.75	7.20
4 x5	.35	2.80	.70	6.50
4¼ x6½	.45	3.70	.75	7.00
5 x7	.45	3.70	.75	7.00
5 x8	.55	4.70	.85	8.00
6½ x8½	.60	5.10	1.10	10.00
8 x10	.80	7.00	1.40	12.00
10 x12	1.40	12.40		
11 x14	1.50	13.50		
14 x17	2.80	25.20		

-- --

Sample of any style envelope gladly sent on request.

-- --

Agfa Envelopes

Made of durable Kraft paper and measuring 5½ x7½. Suitably printed in black, with space for customer's name and address, charges for work done, they are also printed on front and back with advertisement of Agfa film. If you sell Agfa film, these envelopes will help your sales. Your name can be printed by your printer in space provided.

1 to 3 thousand	\$1.50 per thousand
3 to 5 thousand	1.00 per thousand
5 to 10 thousand	.90 per thousand

(More envelopes on page 13.)

For the Finisher

SULTAN FINISHING ENVELOPES

No doubt, the most popular envelopes we have ever offered to the finisher. They measure 5x7½ and are made of heavy, tough Manila stock.

They contain no advertisements, but space is provided for the addition of your name, either printed or rubber stamped. All essential details or instructions are easily entered in the places provided for them. A detachable stub is given to your customer. The price is right.

Per thousand, \$4.75

Your name imprinted on envelopes and stubs, \$1.25 per thousand extra.

-- --

Eastman Finishing Envelopes

Printed on the familiar yellow colored stock that matches the yellow film carton. Space provided for proper entry of all details such as name, address and work done, and for your name if desired. An advertisement of Kodak Film appears on the front, and on the back is a dependable exposure scale and a solicitation for enlargements. Your name and address will be printed on these envelopes without further cost to you, but envelopes must be printed in Rochester.

Lots of 1,000	\$4.50 net per thousand
Lots of 5,000	3.75 net per thousand
Lots of 10,000	3.37 net per thousand

-- --

Open End Kraft Envelopes

A very durable paper, brown in color. More pleasing in appearance than Manila stock, and permits of more artistic appearance when printed. Gummed flaps.

	Per 100	Per 1000
4½ x 6½	\$.35	\$2.90
5½ x 7½	.45	3.40
5½ x 8¼	.45	3.70
7 x 9	.65	5.30
8½ x 10½	1.00	8.20

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Proof Envelopes

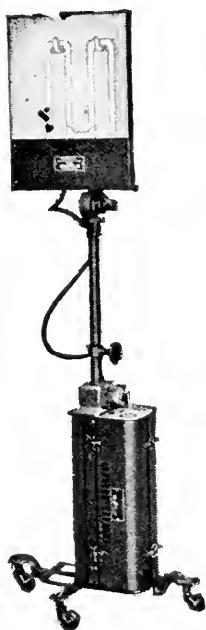
These envelopes are primarily intended for the delivery of proofs.

	Per 100	Per 1000
4½ x 6½ Kraft	\$0.40	\$3.70
4½ x 6¼ Mandarin	.40	3.70

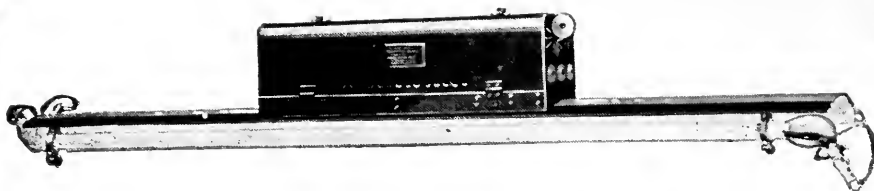
For larger sizes, Kraft Open End envelopes are used.



Single tube unit for general lighting. — Available for A.C. and D.C. current. Overall size $59\frac{1}{2} \times 5\frac{3}{4}$ ins. Light source $50\frac{3}{4}$ ins. Price complete \$85.00 (D.C.) \$100.00 (A. C.)



M-Tube—Used especially for enlarging. Shape of tube concentrates light behind negative and with a sheet of opal or two sheets of ground glass gives perfect diffusion for negatives up to 8×10 ins. Unit does not require condensing lenses. Can also be used for special studio lighting. Available for A.C. and D.C. current. Overall size $18\frac{1}{2} \times 14\frac{1}{4} \times 5\frac{3}{4}$ ins. deep. Light source $10\frac{1}{2}$ ins. Price complete \$105.00 (D.C.) \$120.00 (A. C.)



Used ideally for overhead lighting. This is the same fixture that has long been used in the leading studios. Can be hung in any direction and reflectors can be rotated to throw light to either side. Available for A.C. and D.C. current. Overall size— $53\frac{1}{2} \times 9\frac{1}{2}$ ins. Light source 48 ins. Price complete \$40.00 (D.C.) \$45.00 (A.C.)

Select Your Lights

For twenty-two years Cooper Hewitt light has been the standard of artificial light in photography. The light itself is exactly the same as when it was invented by Peter Cooper Hewitt. It is still the cool, glareless and shadowless light that it has always been.

The equipment however has been greatly improved. The new outfits illustrated here have been developed after long experimentation to give the highest degree of flexibility in use. A touch will move the entire unit on its ball-bearing casters. The tubes are automatically balanced to make tilting easy. The adjustment for height operates as simply as your camera.

The finish is handsome to harmonize with your studio furnishings. All outfits illustrated here are ready for immediate delivery. Write for informative literature.

Cooper Hewitt

Equipment can be obtained
promptly from
HIRSCH & KAYE

All prices shown are F.O.B. factory, to which transportation to San Francisco is to be added.

Write to Hirsch & Kaye for detailed bulletins



Two tube unit. — Probably the best single piece of equipment for any studio. Used for general lighting and is the most efficient outfit in Cooper Hewitt history. Available for A.C. and D.C. current. Overall size—each reflector $59\frac{1}{2} \times 5\frac{3}{4}$ ins. Light source $50\frac{3}{4}$ ins. each tube. Price complete \$160 (D.C.), \$175 (A.C.)



U-Tube. — Used for lighting copy boards, title work, printing, etc. Available for A.C. and D.C. current. Overall $31 \times 10\frac{1}{2} \times 6$ inches deep. Light source $23\frac{3}{4}$ ins. Price complete \$105.00 (D.C.), \$112.00 (A.C.).



Things You Should Know---

STAINS THEIR CAUSE, PREVENTION AND REMOVAL

By J. I. CRABTREE

*Research Laboratory Eastman Kodak
Company*

YELLOWISH WHITE STAIN

The particular stain in question occurs only on old D.O.P. prints, the effect being a faded appearance chiefly in the high lights where there is least silver, and the color of the image is usually yellowish white. This stain which develops with age is due to the conversion of the silver image to a small yellowish white modification of silver sulphide. That such a modification does exist can be shown by immersing a piece of well washed unexposed printing-out paper, the emulsion of which consists essentially of silver chloride, in a 2% solution of sodium sulphide. Prolonged action of the bath produces a yellowish white image whose color resembles that of the stain in question.

The formation of the silver sulphide may be due to either internal or external causes. Internal agents are usually insoluble thiosulphates left in the print from insufficient fixing and washing as explained above. Owing to the action of the atmosphere and moisture these thiosulphates are oxidized and at the same time the silver image of the print is converted to silver sulphide.

If the print is fixed in a sulphurized bath which is slowly depositing sulphur, caused by too much acid in the fixing bath the sulphur is left in the print even after washing, and this combines with the silver image to form silver sulphide. The comparative ease with which the silver image of a print is sulphurized as compared with a negative image is due to fineness of grain of the print image.

External agents are sulphurous gases in the air such as sulphuretted hydrogen, while the hypo, which may be present in the mount of a print, may be decomposed and act in a manner similar to that of the thiosulphates left in the print as outlined above.

If prints are thoroughly fixed in a fresh acid fixing bath, which is perfectly clear and not depositing sulphur and then thoroughly washed the stains may be entirely prevented.

REMOVAL OF THE STAIN

The removal of the stains, or rather the restoration of the image to its original color, is often a very simple matter, but may also prove to be a complicated procedure.

The image of the stained print may consist of several substances including unchanged silver, silver sulphide, possibly oxidation and silver stain, undissolved thiosulphate, and possibly silver photohalides. Usually bleaching and redeveloping as in the case of the removal of oxidation stain will thoroughly restore the print, though in a severe case proceed as follows:

Remove all dirt from the print by dabbing with a piece of stiff dough made from wheat flour. Grease marks can be removed with benzol, or gasoline, and the print finally rubbed over with alcohol. If the print is mounted, detach it from the mount by first thoroughly soaking in water, and then placing face downward on a sheet of smooth paper tear the mount away from the print.

(Continued on page 13)



FOR PERFECT PICTURES

Portrait Paper

A distinctive contact printing paper for portraiture. Made in a variety of new and unique surfaces and in two degrees of contrast—Soft and Normal.

Ortho Commercial Film

H. & D. 400—Combines color sensitiveness with high speed, having an emulsion sufficiently rich to obtain any desired degree of contrast. Fully orthochromatic.

Novabrom

A fast general purpose Bromide enlarging paper. Ideal for perfect prints by projection methods with minimum time and complete control. Produces shadows rich and full of detail and uniform tones. Requires no special developer.

Saho Plates

Sensima Ortho Anti-Halo (Saho) H & D. 500. Super Saho (H & D. 700). High speed, non-halation plates, with excellent orthochromatic properties. THE FAVORITE PLATES OF PICTORIAL PHOTOGRAPHERS.

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Chicago, Ill.
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345 Salmon Street

DEALERS IN PRINCIPAL CITIES OF THE UNITED STATES

Things You Should Know

(Continued from page 11)

This is important, otherwise if an attempt is made to pull the print away from the mount it will inevitably be torn. If the print is dry mounted, heat in a press and strip.

Now, fix the print thoroughly in plain hypo to remove any undissolved silver halide, wash thoroughly, and then harden by bathing for 2 or 3 minutes in a 3% solution of formalin and wash. If the highlights are stained this is due to silver stain which should be removed in a 2% solution of potassium cyanide, removing the print as soon as the image begins to be attacked. (Cyanide is a deadly poison and should be used with great care.) Then wash thoroughly. The print should now be bleached in the permanganate bath and redeveloped as recommended for the removal of yellow stain. The permanganate bath converts the image consisting of silver sulphide to silver chloride and this develops to a black silver image in the redevelopment.

-- --

MOTHER'S DAY

The florists have done much for and with Mother's Day. Many men and women will remember on this Mother's Day that they have no recent picture of Mother.

While it is quite expected that children's pictures will be frequently made, mothers themselves often refrain from having their own pictures taken.

There is an increasingly popular tendency among society editors to reveal mother and child portraits in the news and social columns.

The approach of Mother's Day, May 13, certainly makes a pleasing occasion to remember and to suggest Mother portraits.

Double Negative Pockets

Folded to open like a book, giving two compartments each measuring $4\frac{1}{2} \times 6\frac{1}{2}$. Made of heavy weight Manila stock and very neat in appearance.

Made in two styles (same size) printed and plain. The printed envelopes contain space for name, address, work record, and on opposite fold, good advice to customer. Plain envelopes have no printing.

Plain\$6.80 per thousand

Printed 8.00 per thousand

Samples of any envelopes gladly sent on request.

--

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New Grades Eastman Film

Several new grades of film are announced by the Eastman Kodak Company.

Eastman Commercial Matte Film has the speed and characteristics of Commercial film, but when dry, reveals a smooth matte surface, which makes etching and retouching much easier. This film is remarkably free from grain. Sold at same price as Commercial film.

Eastman Panchromatic Process Film produces more contrast than the regular grade of panchromatic film. The price is the same as for panchromatic film.

Both grades are carried in stock in the popular sizes by Hirsch & Kaye. Order some today.

--

--

The photographer was showing a sepia-toned portrait to a friend.

The friend: "That looks like Helen Brown!"

The Photog.: "Well, here's one in black and white. How d'ye like this?" —(Abels.)

--

--

Darkroom foreman: "Now, Joe, what about getting out that order of enlargements?"

Joe: "I ain't feeling well, boss; I'm trembling all over."

Foreman: "Well, then get busy and do some retouching." —(Abels.)

Commercial DEFENDER



COMMERCIAL DEFENDER is made to meet all requirements of modern Commercial Photography and Finishing. In stock texture, surface and color; in tone and in ease of handling. But these are *expected qualities* and only incidental.

What counts the most, and what is most responsible for the increased—and increasing—number of users, is emulsion quality. It is this fact that enable the photographer to display his work to the best advantage, to make a more salable product.

With Commercial Defender you get the highest quality average on each day's printing.

**Commercial
DEFENDER**

4 Hard Medium Soft
Grades: Medium Soft

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PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
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Phone Holliday 8644

For Good Retouching

Send Your Orders to

Anne Roston

Apt. 48—929 Pine Street

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FREE COUPON

I will do **FREE** one piece of retouching, coloring, blocking or air brushing, to introduce my work.

ODIN LILJEGREN

Thirty-six-hour service, Reasonable prices, and expert work—a combination you can't beat.

957 Mission St. San Francisco, Calif.

:: At Your Service ::



J. B. BOGUE

Readers of THE FOCUS will be especially interested in this article, for Mr. Bogue has charge of the order department and in this way receives

your orders and sees that they are properly entered by his assistants.

Born in Indiana, he came west to Oregon, where he taught school for two years. (No, he is not the original Hoosier School Master.) Mining seemed to offer better opportunities than teaching, so he followed this profession for seven years, during which his travels took him from Alaska to Central Mexico. It was during his mining and traveling experiences that he became interested in photography, first as a sideline, then, more and more as an occupation.

PROBUS

PROBUS is a preservative paint or varnish manufactured especially for photographic purposes. It will not affect the most sensitive solution and is impervious to the action of any of the chemicals used in photography. Applied to wood, fibre, or similar compositions, tin or iron, it renders the material proof against water, acid, alkali, and rust.

PROBUS lends itself splendidly to the home production of wooden trays, sinks, and similar receptacles used in photographic workrooms. Used as a paint for shelves and floors, it means a clean, dry, dark room. A half pint trial tin sells for 45 cents and will save almost as many dollars.

Pint 80c Quart \$1.25 Half Gal. \$2.05
One Gallon \$3.75. Five Gallons \$16.75

Hirsch & Kaye

239 Grant Avenue
SAN FRANCISCO

Located again in Oregon, at Grants Pass, for three years, he heard of and accepted a position offered by Hirsch & Kaye.

While in charge of the order department, he also has charge of the purchase of and stock of mountings, and under his able leadership this important part of our business has increased enormously. Mr. Bogue's most recent achievement is the establishment of our own embossing department in the building.

He has an uncanny knowledge of what will be the popular styles, and we admit, "He knows his mounts." You can depend on his judgment and feel free to ask his opinion about anything pertaining to mountings.

Oh yes, he has a hobby. Its stamps. North Pole flights. Lindy Good Will Tour and similar events are recorded in his stamp collection. If any of our readers receive mail from foreign countries, Mr. Bogue will be delighted to receive the cancelled stamps. Send him your cancelled stamps with your orders and send him your orders with your stamps.

ALBO

gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

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& Refining Co.**

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Who will buy all the recovered
silver at highest market price

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"JERRY'S" CORNER

By HIMSELF

I know a man whose wife's name is May. She crys so much he calls her April.

won't know it till he reads this. (Maybe he'll give me a raise when he finds out what I'm doing for him.)

Still busy, but I'll let you in when I'm ready. Its for the boss, but he

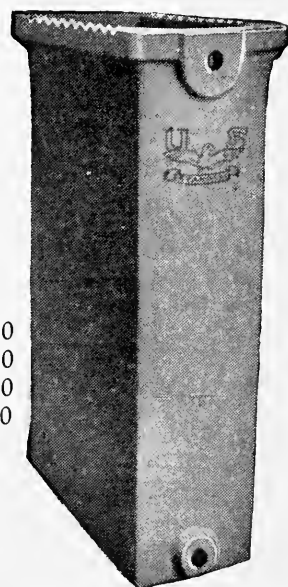
Wait till next month.

JEERRY.

New Low Prices on

Developing Tanks

Made of ONE-PIECE, acid proof chemical stoneware,—everlastingly incorrodible and leak-proof. Each tank is unqualifiedly guaranteed to be acid, alkali and corrosion proof with and without the glaze and to give full and complete satisfaction in every respect.



10 Gal. (8x8x38")	\$19.75	24 Gal. (14x9 1/2 x42")	30.00
14 Gal. (8x9 1/2 x42")	23.00	Pako (11 1/4 x11 1/2 x42")	30.00
18 Gal. (10 1/2 x9 1/2 x42")	26.00	29 Gal. (17x9 1/2 x42")	35.00
20 Gal. (16x8x38")	27.50	48 Gal. (20 1/4 x11 1/4 x48 1/2")	49.50

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Works (since 1865): Akron, Ohio

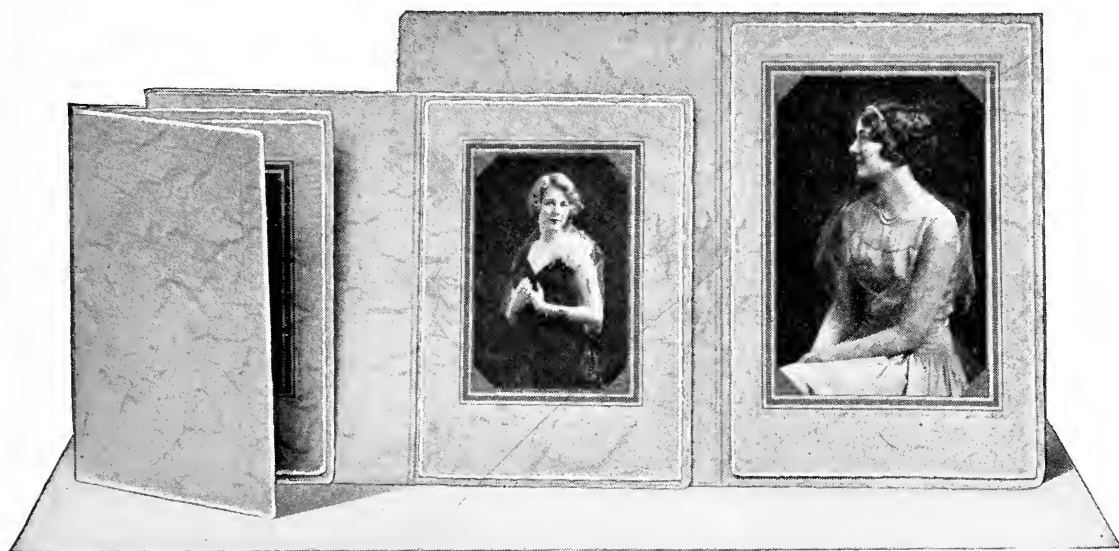
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U.S. STONEWARE

ACID PROOF

Carried in Stock by Hirsch & Kaye

There is an Increasing Demand for a Folder for 4x6 and Smaller Work



The Illini

...[Carrara Stock]...

Is for this demand. The new stocks, veined Duo-Grey and Neutral, and in an extra heavy weight, speak quality. Insert and cover edges are deckled. The design is a quiet, tinted frame set in a beveled plate sunk.

A splendid school work style

Sizes	3 x 4	3 x 4½	4 x 6
Prices, per 100	\$7.00	\$7.50	\$8.75

Just the style needed to make your showing for 4 x 6 and smaller work look more interesting—more value. Show both easels and folders—this means satisfying more tastes—more customers.

Sample for both colors for ten cents

SAMPLE OFFER SS-88

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America

The *Improved* Sulphite requires no adjustment in your regular formulas



fine granular salt
Free running
Easy to weigh
Makes crystal clear solutions
Unequalled purity
Absolute uniformity
Better final results

*and gives you these
advantages with
no extra cost*

SINCE we first manufactured the new and better Sulphite about two years ago, it has been nationally accepted as the best Sulphite on the market. This is simply the natural result of these unusual advantages.

If you have never used it, you have a revelation in store for you. Specify *Mallinckrodt* Sulphite on your next order. One trial will convince you.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

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CHANGE THE AIR

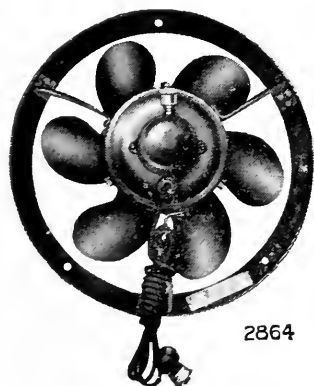
The average dark room—pardon us—laboratory—is very poorly ventilated. The presence of chemical fumes is quite evident at all times and the worker in the room frequently emerges in a state of perspiration.

This is injurious to your health, to your efficiency and to your stock of sensitized material. Recognizing this condition, Hirsch & Kaye have decided to carry a line of fans. The well known Emerson line was selected. Emerson motors are standard equipment on Pako and other appliances and most photographers are already familiar with the high quality of this motor.

Besides ventilation, there is need of a good fan for drying purposes. Emerson fans will last for years, and can be used for long periods of continuous running.

We offer two general styles. The Ventilating, and Oscillating or Non-Oscillating. Ventilating fans are intended to force air into or out of a room. Oscillation or Non-Oscillation fans are suitable for use in dryers, or where a gentle circulation of air is desired.

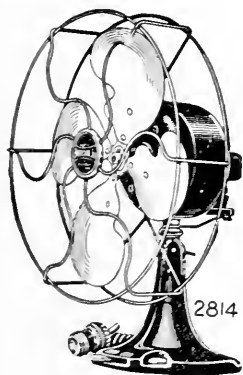
Ventilating Fans



- 110 Volt, 9 inch diameter, 4 blades in ring, Type Emerson, Jr. Shipping weight, 9 inch, 16 lbs. \$14.70
- 110 Volt, 12 inch diameter, 4 blades in ring, Type 57666. Shipping weight, 12 inch, 35 lbs. 26.20

Oscillating Fans

(Slowly revolve from left to right)



- 110 Volt, 10 inch diameter, 4 blades, shipping weight 15 lbs., Type Emerson \$16.30
- 110 Volt, 12 inch diameter, 4 blades, shipping weight 36 lbs., Type 29646 31.50
- 110 Volt, 16 inch diameter, 4 blades, shipping weight 48 lbs., Type 73648 36.70

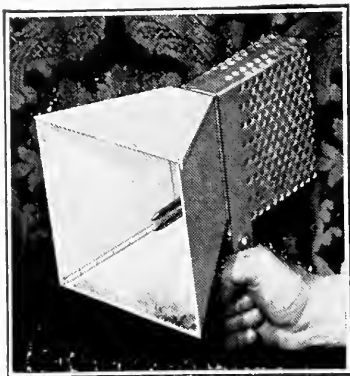
Non-Oscillating Fans

(Stationary)

- 110 Volt, 9 inch diameter, 4 blades, shipping weight 15 lbs., Type Emerson, Jr. \$10.50

Utility Motors

A stock of Emerson General Utility Motors will also be carried for the man who makes his own appliances, $\frac{1}{4}$ horse power size, and, like the fans, require no special wiring. Ask for quotations. Order today from HIRSCH & KAYE and get the fullest benefit from these fans.



A few Comments on **LITTLE SUNNY**

"Little Sunny is the ideal artificial lamp every commercial photographer should carry on every job.

"One never knows what conditions exist and it is sufficient illumination for almost any job. Of all my artificial lamps, yours is the handiest."

Warren S. O'Brien, Waukesha, Wis.

"It is a corker and the best all round lamp in our shop."

Sanborn Studios, Lynn, Mass.

"I think Little Sunny is a wonderful little giant. Together with a more powerful (20 amp.) arc light it serves beautifully to light up shadows in taking groups, etc. For still life and genre at homes I use Little Sunny only."

Dr. George Richter, St. Louis, Mo.

"Little Sunny is splendid. I am more than than pleased. It's equal to any \$140 light."

Geo. Barrett, Cleveland, Ohio.

"This little lamp is the best thing of its kind I ever had, don't know how I could get along without it."

Paul Fallert, Mt. Oliver, Pa.

Little Sunny pulls 8 amps., works on A.C. or D.C. 110 volts. The aluminum reflector and handle fold back for compactness. Uses 6.4 mm.x6-inch carbons, size folded 7x5x2½ inches, weighs with 15 feet of cord 50 ounces and costs \$15 complete with cord and six double carbons; 6 ft. folding stand \$2.50.

Order Today

from

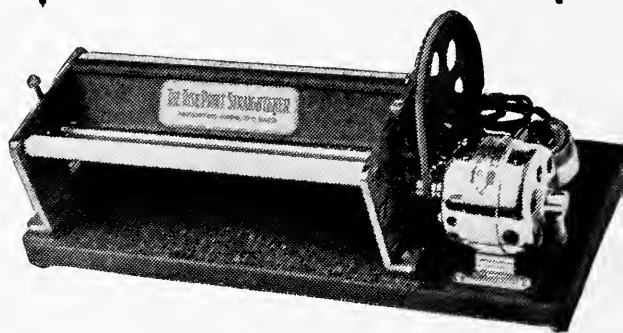
HIRSCH & KAYE

Rise Print Straightener

One of the most useful time savers provided for photo finishers as it practically cuts in half the time required to handle prints.

After passing through this Straightener, prints will lie flat and they may be handled and sorted in half the time previously required.

Double weight prints may be made quite flexible and they are not liable to curl—a great convenience in mounting portrait prints in folders.



Three Models are offered:

Model 4A—A.C. or D.C. motor drive,
for prints up to 12 inches.....\$45.00

Model 5A—A.C. or D.C. motor drive,
for prints up to 18 inches.....\$65.00

Model 6A—Hand driven, for prints
up to 12 inches.....\$24.00

:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Jackson	Box 1023, The Focus	San Bernandino	Box 2122, The Focus
Merced	Box 2124, The Focus	San Francisco (2)	Box 2208, The Focus
Oakland	Box 2143, The Focus	Santa Paulo	Box 2164, The Focus
Oakland	Box 4142, The Focus	Stockton	Box 2197, The Focus
Palo Alto	Box 2153, The Focus	Stockton (3)	Box 1962, The Focus
Palo Alto	Box 2104, The Focus	Turlock	Box 2109, The Focus
Palo Alto (1)	Box 2204, The Focus	Ventura	Box 2144, The Focus
Placerville	Box 2131, The Focus		

Oregon

Ashland	Box 2089, The Focus	Freewater	Box 2097, The Focus
Ashland	Box 1965, The Focus	Klamath Falls	Box 2147, The Focus
Baker	Box 2087, The Focus	Salem	Box 2114, The Focus

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Seattle	Box 2137, The Focus		

Nevada

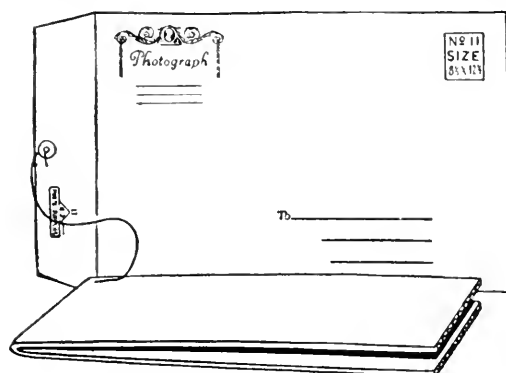
McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

(1) Finishing and Art Goods (2) Workrooms down town (3) Finishing only

Good allround photographer desires position. Has had his own studio. Now located in Southern California, but will go anywhere. Box 160. THE FOCUS.

Competent operator and all round man desires position where loyal and wholehearted service will be appreciated. Will consider purchase of a studio or a half interest. Box 156, THE FOCUS.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7⅝
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12⅜
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11⅝
*No. 11	8⅜ x 12½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

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SIZES for any need! PRICES none can meet! Prompt Shipments!

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Home Portraiture and Home Movies "Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

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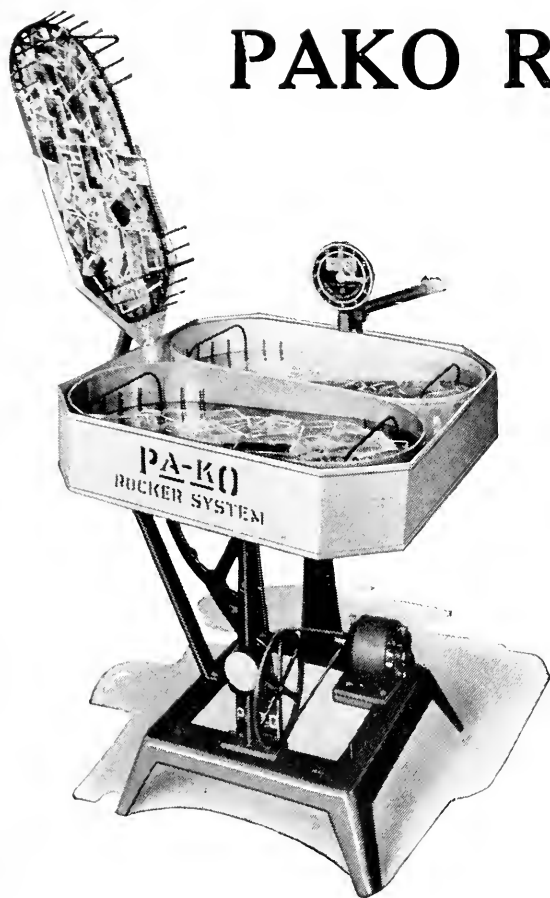
233 West 42nd Street
NEW YORK, N. Y.

Graflex Cameras, cases, magazines, holders, adapters and accessories are carried in stock by Hirsch & Kaye for prompt shipment. Interesting catalogs cheerfully sent on request.

FASHION SHOW

You can arrange a very interesting window display of your own by selecting photographs which feature style changes over a period of years as shown by the studio's work. This will bring out changes in dress, in beards, mustaches, coiffure. It should be handled skilfully.

PAKO Rocker System



The Pako Rocker System is a complete print handling system, starting with the acid short stop (check) bath and carrying through to the final draining of prints before they are dried.

The Rocker System consists of the following:

- 1 Motor equipped Rocker with Adjustable Time Indicator
- 2 Moulded Rubber Trays.
- 1 Wash Tray (Patent Outlet)
- 4 Print Carriers
- 1 Drain Stand

One Rubber Tray is used for the Acid Short Stop Bath. The second is used in the Rocker for Hypo Bath. The Wash Tray has a patented outlet which drains off all the hypo-contaminated water every three minutes.

The 4 Print Carriers are used to carry the prints through the 4 steps of the system—Short Stop, Hypo, Wash and Drain.

The whole process is extremely simple. One of the Print Carriers is in the Acid Short Stop Bath. Prints are tossed into this Short Stop Bath as soon as developed.

When a hundred or more prints have accumulated the Print Carrier is lifted by its handles and is transferred to the Hypo Tray in the Rocker.

Another Print Carrier starts at the Short Stop Bath, while the first batch is Fixing in the motor driven Rocker. After sufficient time for fixation each loaded Print Carrier is moved forward another step—from the Hypo to the Wash Tray, from the Short Stop to the Hypo, and another empty Print Carrier starts at the Short Stop.

When thoroughly washed the prints, still in the Print Carrier, are drained in the Drain Stand and are then removed for drying and the Print Carrier returns to start its cycle from the Short Stop Bath.

You can see at once that the only attention needed by the Rocker System is the movement of the Print Carriers between Steps in the process. Since it is about 20 seconds work to transfer a Print Carrier from Wash to Drain, or from Hypo to Wash, not more than five minutes per hour can be actually devoted to operating the PAKO Rocker System.

PRICE, PAKO Rocker System Complete with Motor \$195

1 Hypo Tray

1 Short Stop Tray

1 wash Tray (Pat. outlet)

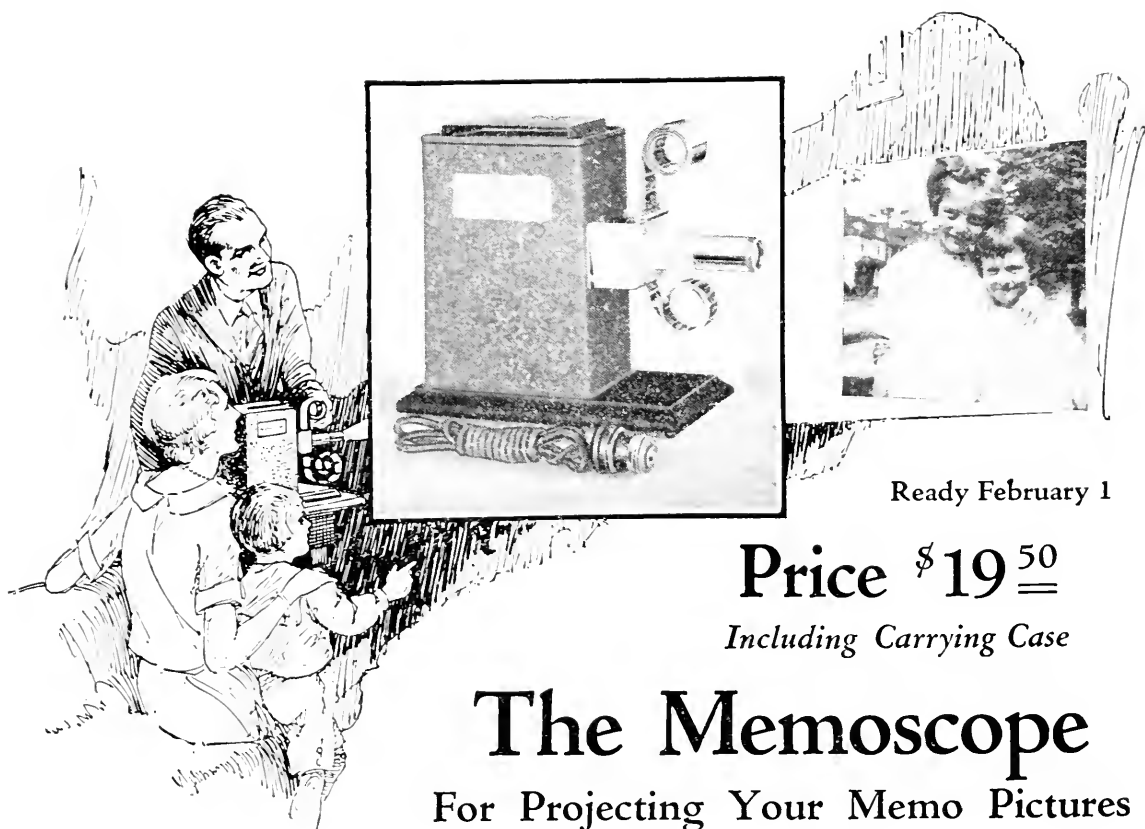
1 Time Indicator

1 Drain Stand

4 Print Carriers

A payment of \$50 and \$29 per month for 5 months will put this in your washroom. It will save the salary of an assistant.

Order Today From Hirsch & Kaye



Ready February 1

Price \$19⁵⁰

Including Carrying Case

The Memoscope

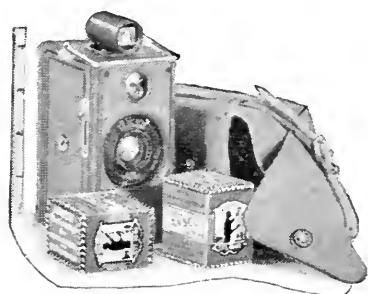
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
Binghamton, N. Y.

THE BARGAIN COUNTER

Some studio ought to have this National Cash Register with buttons especially marked for finishing and other departments. Rings from five cents to one dollar in subdivisions. Bargain price \$47.50.

-- --

5 x 7 wood plate fixing box. Capacity 24 plates. Bargain price \$2.50.

-- --

Agfa Professional Flash lamp (large model.) Regular price \$15.00, Bargain price \$9.00.

-- --

Motor driven Rise print straightener with 12-in. apron. Bargain price, \$22.50.

-- --

19-in. parallex Reflector. Suitable for home made enlarger and will cover 8 x 10 negatives. Bargain price \$27.50.

-- --

5 x 7 Graflex cut film magazine. Bargain price \$11.50.

-- --

8 x 10 F & S printer. The contact platen is operated by foot pedal. Bargain price \$24.00.

-- --

11 x 14 No. 2 Crown printer, looks exactly like new. Probably never been used. This printer has hand operated platen and requires very little room as it can be set on a table. New price \$75.00. Bargain price \$34.00.

-- --

Halldorson 5 unit Electric Portrait lamp with stand, two blue globes and one color globe. Additional globes can be installed at nominal price. Bargain price as is, \$29.50.

-- --

No. 4 Century Studio camera with 4½-in. Silent shutter. Back is fitted to take 6½ x 8½ No. 1 film holders. A focusing hood is supplied with this camera. Bargain price \$42.50.

-- --

Majestic Dry Mounting iron. Will speed up your mounting. Bargain price \$6.75.

Wood developing box with cover. Inside measurements 3¾-in. wide, 9-in. long, and 8¼-in. high. Has removable rack for holding six 6½ x 8½ plates. Never been used. Bargain price \$3.35.

-- --

Hand model Rise Print Straightener. So constructed that a motor can be added at any time. 12-in. apron. Bargain price \$15.00.

-- --

11 x 14 R O C Camera with two plate holders and carrying case. Recently supplied with new bellows. Bargain price \$21.50.

-- --

Some people still prefer to use horizontal enlarging equipment and we have a 5 x 7 Burke & James horizontal enlarger. This is fitted with 9-inch condensing lenses and a 60-watt lamp. The greatly reduced price is \$55.00.

-- --

751—56 O S—Adjustable Filter Holder for four-inch square Wratten Filters for Lens Barrel 2⅜-in. to 3⅞-in. Bargain price \$1.50.

-- --

758—57—No. O. E. K. Portrait Diffusion Disk Holder. Like new. Bargain price \$3.75.

-- --

759—57—No. B. E. K. Portrait Diffusion Disk. Like new. Bargain Price \$3.75.

-- --

35 pair 4½-in. Condensing Lenses. Fine for a home made enlarger or a projector. Price per pair unmounted, \$1.50.

-- --

Here's a bargain! COMPOSITION (Black) TRAYS, unaffected by chemicals, Can be safely sent by parcel post.

4 x 5	\$.28
5 x 750
7 x 965
10 x 12	1.60
11 x 14	2.40
15 x 18	3.50
3½ x 840
4½ x 1480

SEEN IN THE GROUND GLASS

While we were trying to concentrate on annual inventory, we received a call from J. D. Foley, for many years in Yosemite, and the following day from J. V. Lloyd, information ranger of Yosemite National Park. After listening to their description of the park at this time of the year, we found it almost impossible to get back to profit and loss figures. Mr. Foley recently had an operation performed on his throat.

The Alta Studios, San Francisco, have moved to new quarters at 1271 Mission street.

Clyde H. Sunderland has moved his studio to 334 24th St., Oakland. His new location occupies a desirable place in the expanding business district of Oakland and gives him larger quarters.

R. H. Appleby, Gilroy photographer, spent a few days in San Francisco with his son-in-law.

A recent issue of *Popular Mechanics* a statement quoted from Dr. C. E. K. Mees, of the Eastman Research Laboratories, to the effect that a single square inch of Kodak film contains more individual crystals of silver than there are people living in the entire world. Which means, as we recall offhand the last statistics we saw on that subject, something over one billion six hundred million.

The Western Photo Co., 47 Kearny St., San Francisco, has been purchased by J. W. Breunneustal.

New spring styles of folders have been received from Taprell Loomis as well as the Lodge and Albany lines. Ask our salesmen to show you the samples.

Harry J. Courtright has opened his new portrait studio and finishing laboratory at 9707 East 14th St., Oakland, Calif.

When Mr. Bush returned from a recent trip, which included Yosemite Valley, he had a huge boil on his neck. It is rumored that he returned to the Valley in search of the beautiful nurse who took care of him on a previous visit when he fell from Half Dome, Glacier Point, or where was it? He found a nurse to his liking in the hospital to which he went for treatment of the boil, removal of tonsils and complete overhauling. He is now completely recovered and his order book will show a good pick-up.

The Shaw Laboratory, San Francisco, offers a helpful and uniquely distinctive service to manufacturers, engineers and others who require Photo-micrographic research and analysis. This service, heretofore available only in large eastern cities, is rapidly becoming popular in this territory.

C. R. Mowry has sold out his photo finishing business in Long Beach, Calif., and taken over the Glendale Photo Supply, Glendale, Calif., the name of which he has changed to Mowry's Photo Service.

The Newton Studio, Palo Alto, Calif., is now located in new quarters at 533 Ramona Street, where it occupies two floors, as well as the attic, with a beautiful garden in the rear for outdoor portraiture and motion picture work. Inside are two camera rooms, one for grown-ups and the other for children.

The day after he opened his new studio, fire destroyed the old one, including many valuable negatives.

IRIS *for* Portrait Prints

It will be welcome news to the photographer that this standard paper is now available in eleven grades including the following distinctive DEFENDER surfaces—

VELTEX, S. W.

VELTEX, D. W.

BUFF VELTEX, D. W.

WHITE ROUGH MATT,

Med. Wgt.

Manufactured Exclusively by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Short Scale vs. Long Scale

When you produce a brilliant, long-scale lighting and use a short-scale sensitive material, this is what happens: Exposure for the shadows gives blocked highlights and exposure for the highlights gives shadows lacking detail.

The long scale of Eastman Portrait Film enables you to expose for the shadows with the assurance that there will always be detail in the highlights.

Eastman Portrait Film, *Par Speed* and *Super Speed* at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. 4

May, 1928

No. 5

WITHDRAWN
CALIFORNIA ACADEMY
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"Morning Roll Call." A most interesting family group made with a Hammer Press Plate

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

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Spring Business is one of the high spots of the year, and the reputation you establish then may mean your year-'round profits.

The AGFA special case offer is made to give you an opportunity to prepare for this business on a basis of better results and lower costs.

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Chicago, Ill.

HT FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

MAY, 1928

Number 5

: IN THE PROFESSION :

GEO. WATSON



*He shot them
at sunrise*

"I would rather write one poem as beautiful and lasting as Joyce Kilmer's 'Trees' than to produce a thousand photographs," said George Watson, for ten years staff photographer of the *Los Angeles Times*.

Then came the appeal for an idea for a fitting memorial of the visit of Col. Charles A. Lindbergh to Los Angeles. George Watson conceived the installation of the airway guiding beacon light at the apex of the 440-foot tower of the new City Hall, a guiding star representing the popular contribution of the public in tribute to the "Lone Eagle."

"I am happier over that one thought than all successes I may have had in photography," said Watson.

Maintained by the city, for years to come, the beams of red, white and blue lights revolving at an angle of 45 degrees will flash its beaconing welcome to airmen, scintillate the million smiles of Los Angelenos in appreciation of American manhood as represented by "Lindy" and reflect the happiness of a hard working newspaper man who spotted the tribute.

"I have shot 'em at sunrise and sunset from the mountain peaks to the fire-belching decks of warships, day and night and in all kinds of weather, but I would

rather see those beams shooting skyward than gloat over any ruby-light production I have ever made," continued Watson as he pulled out a drawer filled with his treasures. It was his exposures of the dismembered remains of Marion Parker, which carried the mute, appalling evidence into the hearts of the jurors who found the "Fox" guilty and judged him as sane.

Watson has worked on every big story in the southern part of the state during the past eleven years. Many of his photographs became national in scope such as reproductions of "Blue Beard Watson," Clara Phillips, Louise Peete and Aimee Semple McPherson. In his collection of celebrities are such men and women as Presidents, Statesmen, royalty, war heroes and notables of the sporting world, besides many stars of the silver screen and legitimate stage.

The walls of Watson's dark room clearly indicate that his penchant in photography is for gruesome and sensational yet he loves nature and the quiet out-of-the-way places. "Yes, some of them look sordid and bloodcurdling, but we have to give the public what they seem to want," he explained. "How far would I get as a newspaper photographer, subject to call and expected to produce results under any conditions of light, day or night, if I specialized on California poppies and waterfalls?" he asked with a laugh.

—o—

No person was ever honored for what he received. Honor has been the reward for what he gave.—Calvin Coolidge.



Triple Convertibility in a Lens Means Triple Usefulness

The important points to consider in lens equipment for commercial work is covering power and focal length. For this reason we have exercised extreme care in computing the

SERIES Ia VELOSTIGMAT $f6.3 - f7.7$

a triple convertible anastigmat that gives sharp definition which is essential in commercial work. The single elements, either of which can be used alone, have focal lengths longer than the doublet and are corrected lenses in themselves, giving excellent results at full aperture.

Catalog Upon Request

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

PICTURES TELL THE STORY

At some time or other you will need a replacement part for some bit of apparatus. Of course, you will know somewhat how it looks, where it goes, and what it does. But to put that into writing so that our order department will *quickly* and surely recognize the part wanted from your description—ah, that is the problem.

Remember you will want replacement in a hurry. Your letter will be one of perhaps a hundred in the same mail. Quite likely it will read something like this:

"Gentlemen: (For which we thank you.)

"Please send at once a do dad for the right (which is right?) side of my thing-a-ma-bob. It is the little gadget that fits next to the do-funny in my whose-it which I purchased in Kansas City eleven years ago."

If you were an order clerk, what would you do? Remember models change frequently.

All this is prompted in all seriousness by the recent receipt from a Southern California Commercial laboratory, of a picture of the side of a Pako Dryer on which the parts wanted were marked. Needless to say the order was quickly entered for attention.

Your business is pictures. Before you can make the public believe "Pictures Tell The Story," you must believe it yourself.

Use pictures, and avoid misunderstandings and delay.

-- --
Graflex Cameras, cases, magazines, holders, adapters and accessories are carried in stock by HIRSCH & KAYE for prompt shipment. Interesting catalogs cheerfully sent on request.

-- --
ENVELOPES

In the April issue of THE FOCUS we offered many styles of envelopes for the studio and for the finisher. Have you placed your order?



CUPID VISITS OUR OFFICE

Romance is not dead. It lives and flourishes despite all handicaps—even the serious routine of the day's work. Romance has come to Anthony Andre and to Evelyn Giltner, whose engagement was recently announced.

Mr. Andre is in our stock department and Miss Giltner is chief billing clerk—yet in spite of these widely different capacities, Cupid's darts went true. The young people are popular, and enjoy the respect and friendship of their co-workers.

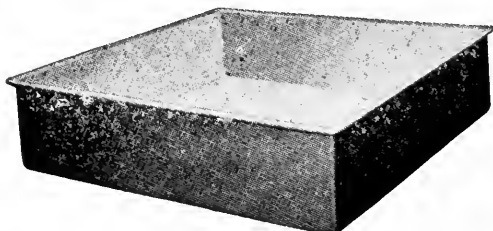
So if you receive an invoice with a charge of \$9.00 instead of 90 cents, be tolerant. Perhaps it was made by Miss Giltner while building castles or day dreaming. And may her dreams come true!

◆ ◆ ◆
"Your Money's Worth," the book that so heartlessly pelts modern merchandising methods, pays few compliments. But on approaching the photo goods counter its authors dropped their pebbles and loaded the old sling-shot with rosebuds.

"There is hardly a line of merchandise in which advertising is so reliable and useful, and the calibre of the salesmen in the specialized stores so informed and informing as, for instance, in the camera trade. Your real photographic amateur prefers no picture at all to a poor one and the better photographic stores support him effectively."

The author might well have included the professional photographer, for as in the case of HIRSCH & KAYE, both amateur and professional photographers receive the benefit of centralized efficient service given by a staff of employees with many years of experience in the business.

LISTEN! Stop Waste! Reduce Labor and Expense!
For Best Results Install
STERLING QUALITY DEVELOPING TANK OUTFITS
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"
18x24x6"

16x20x6"
20x24x6"

10x12x5"
18x22x5"
20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

**Economy in
Initial Cost
Upkeep, Service**

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

**AMATEUR
FINISHING
OUTFITS.** Roll
Film and Circuit
work. Enormous daily
output.

*Enamel Water-jacket.
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.*



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

--For--

Home Portraiture and Home Movies
"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
NEW YORK, N. Y.

The Gevaert Company has prepared a clever advertisement of their roll film, in the form of a pocket calendar for the year 1928.

You will find one of these quite handy and if you will ask us, we will gladly send one to you.

—o—

*If nobody smiled and nobody cheered,
 And nobody helped us along,*

*If each every minute looked after him-
 self,*

*And the good things all went to the
 strong;*

*If nobody cared just a little for you,
 And nobody thought about me,
 And we all stood alone to the battle of
 life—*

*What a dreary old place this would
 be.*

Letters to a "Cut Price" Customer

Following are several letters that recently appeared in *Abel's Photographic Weekly*, that were exchanged by Julian Courtois, a photographer of Festus, Mo., and a customer in Kensey, Mo. Mr. Courtois is evidently one photographer who feels he does not have to apologize for asking fair prices for good work.

First is a letter from the customer as follows:

"I would like to know what you would charge to come to my place at Kinsey and take some pictures of my cattle. I want five of them taken separate."

To which Mr. Courtois replied:

"Just received you letter asking me to send price on photographing your cattle. We will be pleased to take them at any time. The price for making the five negatives will be \$10.00, after that the photographs will cost 50c each. They will be good 8x10 photographs and we guarantee satisfactory results."

Mr. Courtois heard no more from his prospective customer and after sixty days wrote him this follow-up letter:

"The wife had such a wonderful beefsteak dinner all roasted in good brown gravy, we just ate until I thought I would die. Oh, what a dinner! While we were sitting down talking over the delicious beefsteak we thought of cattle. Then I thought, 'Why hasn't this man sent for me to take those cattle?' I just couldn't get my mind off that beefsteak and cattle so I thought I would write and say, 'Why haven't you called for me?' Perhaps you set it aside, or just neglected it, or my letter went astray. Please write and say if you are still in the notion of having photographs made."

Which letter brought this snappy comeback:

"Perhaps your dinner of such good

beefsteak and gravy is why you never got my order. A fellow down here that makes pictures made 'em for half that, and see if you would do like your opponent and myself—live on sowbelly and sauerkraut—you could do the work cheaper and get the order. Now, we folks here, we eat a lot of sowbelly and sauerkraut and we do our work cheaper and it might be better if you'd do that!"

And Mr. Courtois came back with this:

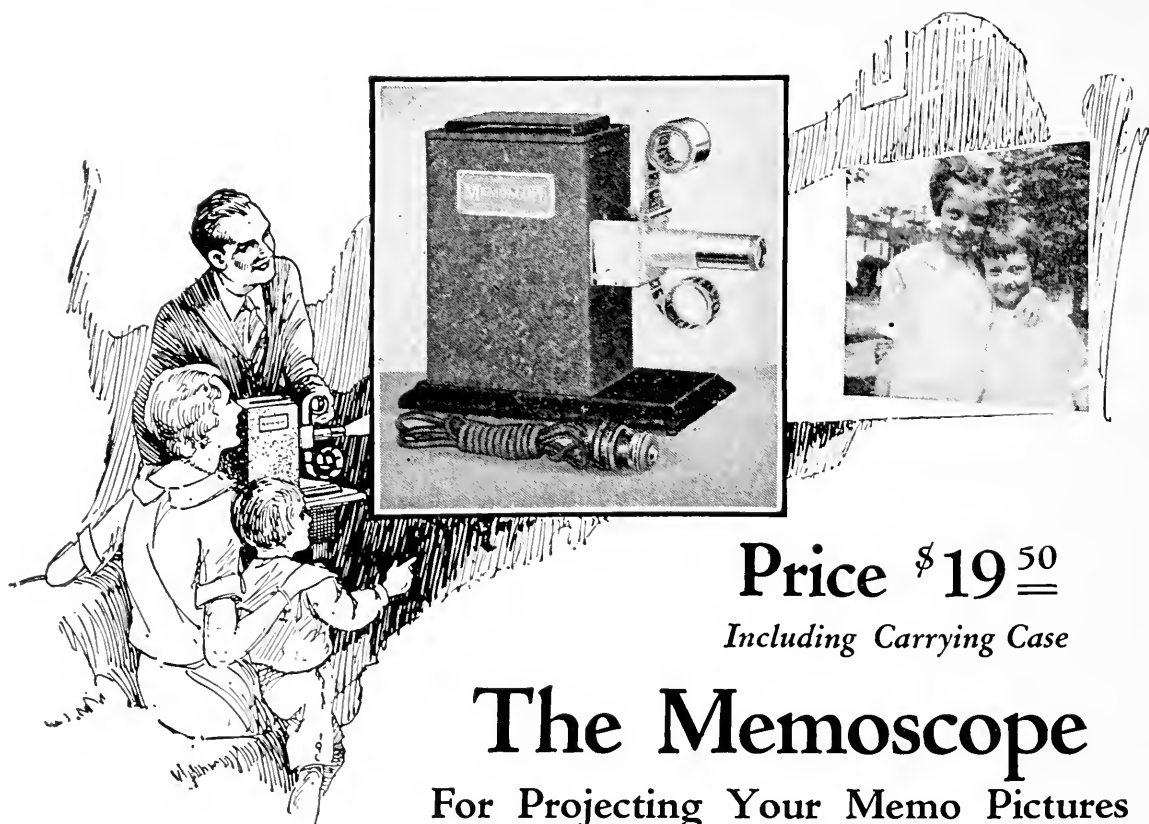
"Just got your letter and must say I enjoyed it very, very much. When I left the farm back in 1914 to learn my profession I didn't leave with the idea of leading a sowbelly and sauerkraut life. I went to school and learned my profession, and was taught to make good photographs, and charge enough to lead a beefsteak and gravy life, with a good fruit salad to finish up on.

"May I ask you who in hell ever heard of a professional man living on sowbelly and sauerkraut? Perhaps if you and my opponent would turn out a better grade of work you would be able to know just how beefsteak and gravy taste. Cattle sells for more than pork—perhaps that's why you sell cattle, and if we all did a grade of work for which we would charge a price that compelled us to a sowbelly and sauerkraut living, where would you be with your cattle?"

-- --

Here is One Quite Easy to
Remember - and "Listens"
Good.

*Take equal parts of kindness,
Unselfishness, and thoughtfulness,
Mix in an atmosphere of love;
Add a spice of usefulness,
Scatter a few grains of cheerfulness;
Season with smiles.
Stir with a happy laugh,
And dispense to everyone.*



Price \$19⁵⁰

Including Carrying Case

The Memoscope

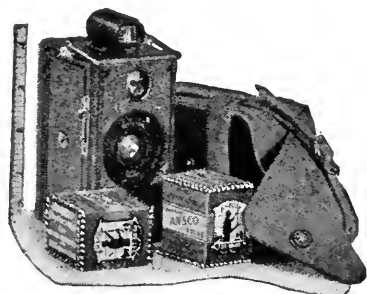
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
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PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
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Ivory Miniatures

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THE Rite Way Retouching Studio

WILL GIVE YOU

Artistic, satisfactory work, prompt
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REASONABLE RATES

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SAN FRANCISCO, CALIFORNIA

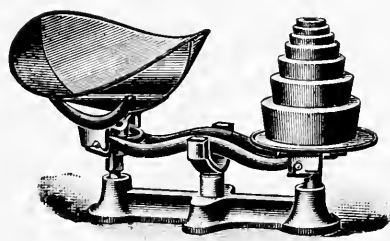
FREE COUPON

I will do FREE one piece of retouch-
ing, coloring, blocking or air brushing,
to introduce my work.

ODIN LILJEGREN

Thirty-six-hour service, Reasonable
prices, and expert work—a combination
you can't beat.

957 Mission St. San Francisco, Calif.



H & K Soda Scale

Capacity $\frac{1}{2}$ ounce to 4 pounds

Price.....\$4.00

Model A

Model B



Spirit Levels

Every camera requires one.

Specify Model A, regular style or
Model B for counter sinking.

Price 75 cents each

Learn By Mail

COLORING PHOTOGRAPHS IN OILS

This advertisement is to the attention of professional folks who are willing to learn or improve their coloring Portraits or Views. Inexpensive course is full of valuable instructions on how to color professionally and how to get good money for it. Details and application sent on request.

Avenir Le Heart

1179 MARKET ST.

SAN FRANCISCO, CALIF.

Good coloring for the trade solicited



PORTRAIT PAPER

A Distinctive
Contact Printing Paper
for Portraiture

IN TWO GRADES - - SOFT and NORMAL
and in the following surfaces

K16 — Ivory Matte
K24 — Ivory Platino Gravure
K25 — Ivory Smooth Semi-Matte
K26 — Mastercraft White Matte
K27 — Mastercraft Buff Matte
K28 — Mastercraft White Lustre
K29 — Mastercraft Buff Lustre
K33 — Buff Platino Gravure
35 — Mastercraft Parchmyn

PORTRAIT BROMIDE —An enlarging paper of the same high standard
as Gevaert Novabrom—Made in K24, K26,
27K, K28, K29, K33, as well as the following new and unique surfaces:

K32 — White Antique Card

Descriptive Booklet on Request

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All Gevaert Products are for sale by Hirsch & Kaye,
San Francisco. Fresh Stock. Prompt Shipments.

HIRSCH & KAYE:

I have your letter of the 8th to hand and will ask you to fill the enclosed order for me as I am going to open up a place of business again. For a month or so I shall be more or less upset, but I believe I will be pretty well fixed up by May first.

You will notice that I am not ordering a Pako Printer and I will say that I had a chance to buy back the one I sold when I went out of the business and as it is in perfect shape I bought it as I saved quite a bit on it. This printer I bought from you, I think, about five years ago and I will always advise anyone to buy a Pako as they are everything one wants and they are built to last. This one has been in constant and heavy use and is still perfect excepting, of course, a pad or two for the ink. There will be other things I will be needing from time to time and you may count on me to send to you.

I want to tell you too, before I forget it, that your prices are very close when everything was taken into consideration. For the very few dollars I might have saved by buying in the East I would have to wait and besides I believe in buying from reliable dealers on this coast. Thanking you for your consideration and hoping to receive goods soon, I am

Yours truly,

I. C. A.

EIKONOGEN DEVELOPER

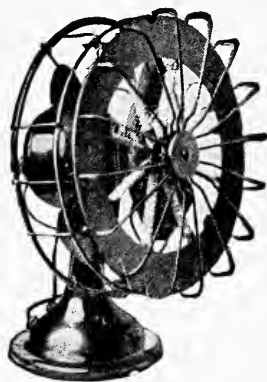
This is another well known Agfa product. It is well adapted to studio negatives, especially those exposed by artificial light. A characteristic of Eikonogen is the way it so splendidly compensates contrast. It produces great detail and soft, delicate tones.

Agfa Eikonogen may be prepared with Sodium or Potassium Carbonate as a one solution developer or two solutions, with Eikonogen and alkali separate.

Order Agfa Eikonogen from HIRSCH & KAYE.

For Drying Films and Prints

USEFUL IN EVERY PHOTO
FINISHING PLANT



Hot Breeze Heater

(Can be fastened on any fan)

Price [Heater
Only] \$5.50

With Six Feet of Cord

All of the heat is utilized, the air passing directly through the heating element.

Provides thoroughly dried air, as there is no moisture in electric heat.

Can easily be fastened to any fan.

Will supplement and improve any drying equipment using fans.

It operates without fumes or excessive heat and does not affect the air in work rooms.

An excellent heating unit for drying glossy prints on squeegee plates, as it dries them in a short time without brittling.

Need a Fan?—See

THE FOCUS—April, 1928

Order today from

HIRSCH & KAYE

Plenty of Silver -on- Hammer Plates

With shortest exposure HAMMER PLATES produce Speed, Uniformity, and Brilliancy are their chief characteristics.



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - - St. Louis, Mo.
159 West 22nd Street, - - - New York City

:: At Your Service ::

BOND WARD



When you make inquiry concerning used equipment your letter is referred to the department which is under the supervision of Mr. Ward.

After graduating from Paso Robles High School, Mr. Ward worked in his father's studio in that city (Ward Studio). Perhaps some of our readers will remember it. Two years in the studio, and then came the natural urge to travel and work in a different vocation.

Arriving in Los Angeles, he found employment with the former firm of Fred E. Munsey. Here he stayed eight years, but the call of the open road again demanded a change.

This time he selected something entirely different, but to which his associates at HIRSCH & KAYE testify his proficiency. He appeared on the vaudeville stage in the leading theaters in this country and Canada. He might still be using

the false whiskers and grease paint, but his partner left him and broke up the team. Without a partner, he was as helpless as Mutt without Jeff or Potash without Pearlmutter.

He returned to his former position in Los Angeles and shortly thereafter accepted a position with HIRSCH & KAYE.

During the nine years he has been with us, the used equipment department has grown enormously. He is a good actor, but his real sphere of usefulness is in making photographers happy by allowing (almost) 100 per cent on equipment turned in and discounting (almost) 70 per cent on used equipment purchased. At any rate, he has a true and just sense of values that is fair to both parties in a transaction of this nature.

-- --

I believe the FOCUS is a tool that everyone in the photographic profession can get information from that is of great value providing the reader don't think he knows it all. I for one am always pleased to receive the FOCUS, and take great interest in reading it.

T. J. G.



Things You Should Know---

change from daylight to Photographic Blue lamps without the necessity of changing his sense of light values, or he may use the lamps to supplement daylight and his daylight experience will still apply.

INCANDESCENT LAMPS FOR PHOTOGRAPHY

Mazda lamps possess characteristics which make them particularly valuable as photographic illuminants. The light emitted is constant in intensity and quality; it is easily controlled and of a color suitable for all kinds of photography. The lamps themselves are clean, they do not require continual attention, and they operate equally well on either alternating current or direct current. Because of these advantages they are being used more and more widely in both portrait and commercial studios.

Mazda Photographic Blue Lamps, having bulbs of deep blue glass, are recommended for portrait photography. The deep blue glass greatly reduces the brightness to the eye and thus assists in making the subject comfortable, without materially reducing the photographic value of the light with the emulsions ordinarily employed for portrait photography. For practically all other classes of photography, where the reaction of the subject is not involved, clear bulb lamps are recommended. Their light contains a great abundance of the yellow, orange, and red components which are particularly advantageous when used with the panchromatic and orthochromatic emulsions so much employed in the commercial studio.

The light produced by the Photographic Blue Lamps is a close approximation to daylight as used by the photographer. Hence objects seen in the light of these lamps appear as they do in daylight, and a photographer may

ABOUT LENSES

The supplementary lens to increase the focal length of another lens is always negative or concave, whereas the one for wide-angle effects is the convex type.

* * *

The effective aperture of a lens is the apparent size of the diaphragm when viewed through the front element. This figure, divided into the focal length, will give you the speed correctly and check the speed intensity figures.

* * *

A graduated light filter for sky and cloud photography, on ordinary plates, cuts down overexposure from the sky, as the dark portion cuts out the sky rays. Be sure, however, that you put your filter on the lens with dark side upwards.

* * *

In enlarging work with unsymmetrical lenses, the big diameter lens should face the enlarged image at all times. In ordinary projection enlarging cameras, this means the normal position, but the lens is really reversed optically compared to ordinary copying.

* * *

The factor of a filter is how much more time is needed when the filter is used with a color-sensitive emulsion than without the filter. The factor may be different on different emulsions, as they have different color sensitivity and different speeds.

--- --

Photo Blue Mazda Lamps in all sizes from 300 to 1500 watts, can be obtained from HIRSCH & KAYE.

Our Salesmen Tell Us ---



WM. WOLFF

Parson & Heilbron Fresno, have given me their order for the first Pako Glossy Print Dryer on the coast.

-- --

Joseph Hubbel, Pacific Coast Manager for the International News Reel, arrived in San Francisco on Friday, April 13. Joe is not the least bit superstitious, but I thought it best to chaperon him while in town.

-- --

Frank Howe, special representative for the *Los Angeles Times*, is a great booster for the Little Sunny Arc Lamp. When one of the round-the-world liners was in port, Mr. Howe went aboard to take some pictures and then found that flashlights were not allowed aboard the ship. He used two Little Sunny Lamps and found they were so successful that he now says he will use nothing else. You can use Little Sunny wherever you can plug in.

-- --

W. H. Ball, President of the P. I. P. A., which means Pacific International Photographers Association, called at the office and explained the Association's plan for certified photography. His logic is irresistible and his faith in the plan is unlimited.

-- --

Business must be good around the Derbfus establishment "or else" — George isn't what he used to be.

-- --

Recently a man at Point Reyes was arrested for throwing garbage into Paper Mill Creek. The Fish and Game Commissioner arrested him, but the charge was denied. Thereupon, the Commissioner asked the court to have the room darkened, produced portable moving picture projected and obtain conviction of the defendant. It cost the defendant \$50.00 to see himself in the movies.



H. F. PETERSON

Charles E. Lamphere, formerly of HIRSCH & KAYE, and recently with Habenicht in San Francisco, began messing up things in the dark rooms of the Commercial & Photo View Co. on April 17th.

-- --

Here is a mighty fine slogan I find on the back of business cards used by Witzel in Los Angeles.

"My thought in giving you my photograph is—

That I may receive one of you."

-- --

Curtis C. Adamson has purchased the interest of Shirley V. Bacon in Long Beach. The place is now known as Adamson Service and will continue at the same address, 445 E. First St., Long Beach, Calif.

-- --

At an election held in Albany on April 9, L. C. Green, photo finisher and formerly in charge of the HIRSCH & KAYE finishing department was elected one of four councilmen. He received the largest vote of those elected.

(The Albany we have in mind is not the home of Al Smith, but a suburb of Berkeley, California. Who knows maybe Green is on his way to the White House.)

-- --

E. K. Halverson, who recently purchased the Miller Studio in Berkeley, has sold his studio to F. V. Garrett of Oakland. Mr. Garrett took possession on April 10 and Mr. Halverson is now looking for a studio, preferably in the Bay region. If your studio is for sale and not listed at the Service Desk, you had better tell us about it.

Our Salesmen Tell Us ---



Frank Robinson of Merced has been trekking the Bret Harte Trail again. This time on a caravan with the San Joaquin Valley Tourist & Travel Association. Frank remains as buxom

H. L. BUSCH as ever in spite of hard work. He recently got up in a San Francisco street car and gave three ladies a seat.

-- --

Arthur Nelson, Reedley photographer, has bought another High-Chair to fill in at the vacant side of the table. Wesley Arthur Nelson—six months old is doing splendidly.

-- --

The Dorman Studio is now in its new main-floor location in Bakersfield. Claude has a nice place by the Clock Tower. His report—"Business is good," pleases us.

-- --

Glenn C. Martin, formerly of Pomona, has purchased the Brown Studio at Ventura.

-- --

Now that we're talking about Ventura perhaps it will be well to record briefly how the photographers fared in this district during the flood.

E. T. Clearwater of Santa Paula appears to be the only one of the profession who suffered loss. Several hundred chickens were washed away on his ranch and material damage was done to his brooder houses. The morning after he found a number of the feathered refugees laying eggs on his chesterfield set. Clearwater says that if the dam is rebuilt he is going to purchase a houseboat.

J. E. Harding also of Santa Paula fared better although he went without sleep for three days,—photographing dead bodies for purpose of record and scenes concurrent with the cataclysm.

With his wife and family he fled into the hills, when the sirens sounded to warn of the approaching wave. The torrent swerved at Santa Paula, barely missing his home.

Leslie White of Ventura was called by phone at three o'clock in the morning by a Los Angeles newspaper and asked to await their airplane which would carry him over the dam and the scenes of disaster for a photographic survey. His plateholders were loaded in readiness and when day broke he scudded aloft for pictures. The days following were busy ones photographing the dead. Bernie Isensee of Bernies' Photo Shop was likewise on the job with his camera working with the Red Cross and county officials.

At the morgue Leslie White was called upon to photograph a very young unknown baby girl. From somewhere way up the valley she had come; no one knew where. Anyway, the blonde wavy curls got next to Leslie's heart and he decided that something must be done. And something was done. The Ventura Photographers' Association, comprising every photographer in town, buried the child in style and the grave of the little unknown is marked by a marble monument.

One more thing about the flood. Over in the Santa Paula District there is a "Speed Cop." He has been exacting and perhaps a little officious. The writer in times past may have expressed a few unkind things about him to friends. Now he wants to take these things all back. The young officer is the "Paul Revere" who drove like the wind into the face of the wave sounding his siren, shouting warnings and unquestionably saving thousands of lives in the low lands. A penitent heart is not enough and it is my hope there will be conveyed to him the regrets that I feel and the promise that hereafter I will go through town in low gear,—if he says so.

OUR SALESMAN TELL US—



An exhibition of pictorial photographs of San Francisco and the old California missions by W E. Dassonville was shown in the Paul Elder Gallery for two weeks, beginning Monday, April

R. E. DERBY 2. Those who have so often admired the portraits which Mr. Dassonville made found new pleasure in this series of his pictorial studies of San

Francisco and the old California Missions.

-- --

Charles W. Purcell has sold his studio at 251 Post Street, San Francisco, (formerly De Gaston's) and will hereafter do home portrait work in Alameda and vicinity.

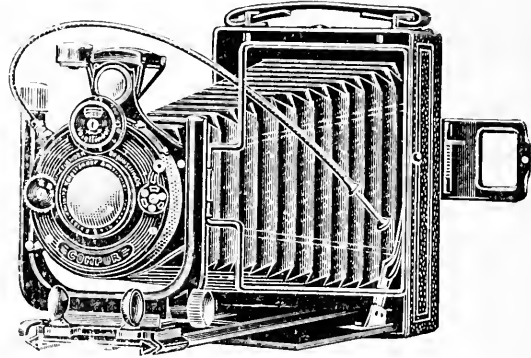
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The studio formerly owned by C. W. Purcell has been purchased by W. N. Gaston, who already has the De Forrest studio in Oakland.

Voigtlander Avus

9 x 12 cm.
SIZE

Film Pack and
Plate Camera



Adapter in 9 x 12 cm. size supplied with reducing Kit to also take 3 1/4 x 4 1/4 Packs

3 Single Metal Plate Holders and Film Pack Adapter included
3 Single Metal Plate Holders and Film Pack Adapter Included

A new model camera in extremely rigid construction, all metal, leather covered, nickel plated trimmings, double leather bellows extension, rack and pinion focusing, rising and falling lens panel in U shaped front, also cross movement. Large focusing hood, which erects automatically. Brilliant reversible Finder, spirit level and Icometer Direct View Finder, fitted with Skopar Anastigmat F4.5, in Compur Shutter, with speeds 1-100th—1-50—1-25th—1-10th—1-5th—12 and 1 second, as well as Time and Bulb exposure. Each outfit includes 3 Single Holders and Film Pack Adapter. Measurement 1 3/4 x 1 1/2 x 5 1/8 in. Weight 39 oz.

Price \$39.00

Carrying Case, alligator leather	\$4.00
Extra Metal Holders90
Film Pack Adapter	3.00
Focar Lenses	4.00
Color Filter	5.50
Wide Angle Lens	4.00

Also supplied in roll film model. Write to HIRSCH & KAYE for circular and re-sale proposition.

NOW It's Easy to Keep Books

By Using The

BECK-NOR SYSTEM

The
Marginal
Index

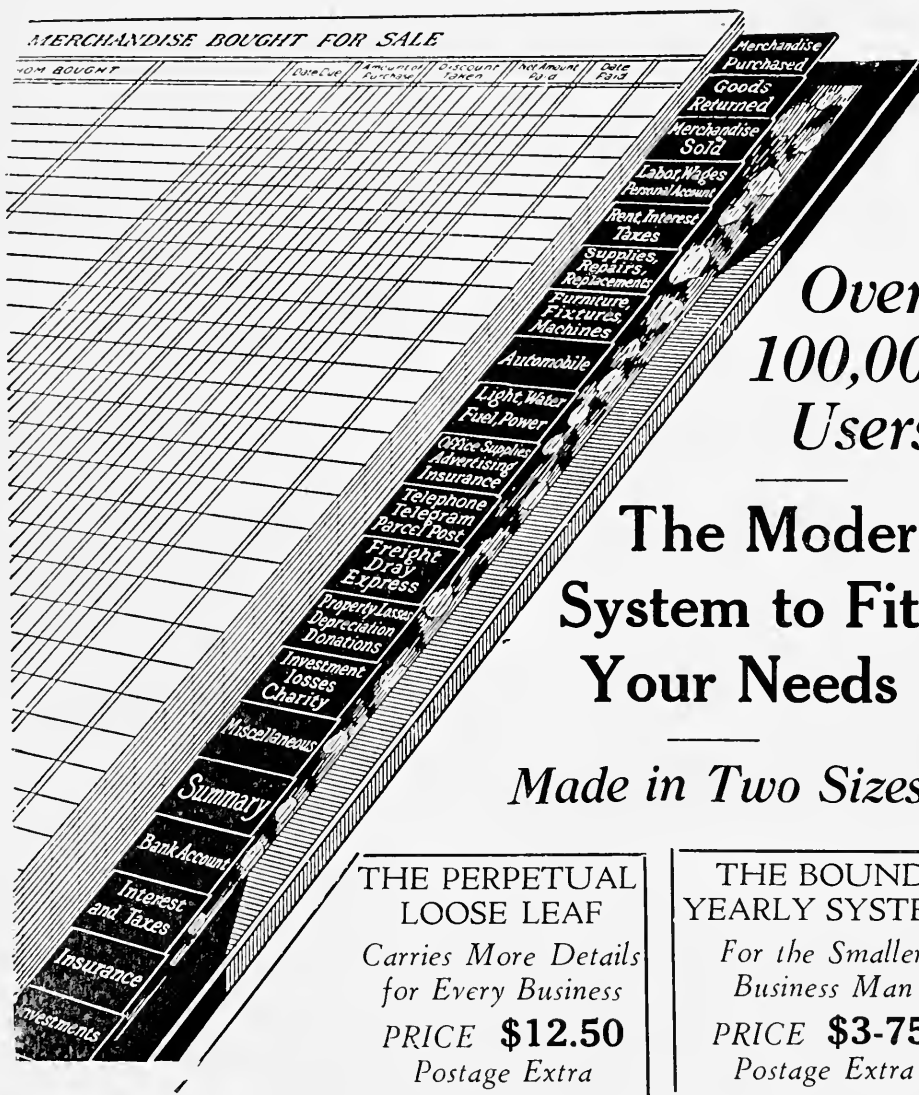
Is Your
Unerring
Guide
To

Better
Business
Records

You
Cannot
Go
Wrong

Simple
Complete

Of Simplified Bookkeeping
Combining Automatic Income Tax Control



Over
100,000
Users

The Modern
System to Fit
Your Needs

Made in Two Sizes.

THE PERPETUAL
LOOSE LEAF

Carries More Details
for Every Business

PRICE **\$12.50**

Postage Extra

THE BOUND
YEARLY SYSTEM

For the Smaller
Business Man

PRICE **\$3-75**

Postage Extra

HIRSCH & KAYE Distributors of Beck-Nor Systems

DON'T SAY "DON'T"

Many photo finishers fill their pockets or delivery envelopes with warnings against various bad practices in taking pictures. "Don't do this" and "don't do that" stare the novice in the face from every available inch of space. The idea is excellent, but perhaps it might be better to soft pedal the "Don't" angle in order to avoid the risk of discouraging

the sensitive amateur.

Be optimistic in your copy. Encourage the beginner, and emphasize what he should do to get good pictures. Many samples of envelopes convey the idea that it is practically impossible to take a good picture. Just shift from the negative to the affirmative angle—don't say "don't," but do say "do."—*Photo Finisher.*

The *Improved* Sulphite requires no adjustment in your regular formulas



*Fine granular salt
Free running
Easy to weigh
Makes crystal clear solutions
Unequalled purity
Absolute uniformity
For final results*

*and gives you these
advantages with
no extra cost*

SINCE we first manufactured the new and better Sulphite about two years ago, it has been nationally accepted as the best Sulphite on the market. This is simply the natural result of these unusual advantages.

If you have never used it, you have a revelation in store for you. Specify *Mallinckrodt* Sulphite on your next order. One trial will convince you.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

INTERVAL TIMER

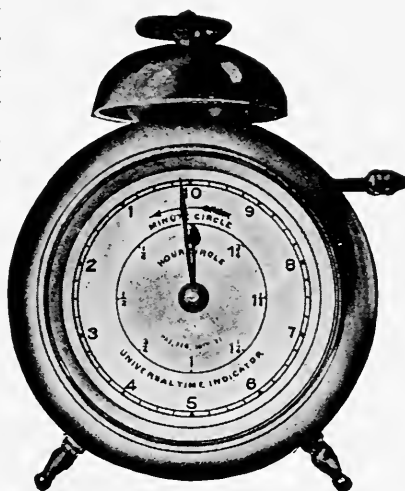
The use of this Interval Timer will save you money. It may be set for any interval between fifteen seconds and two hours. At the end of the interval the alarm rings and the clock stops. Very useful in the dark room for timing tank development or for bromide work. It will pay for itself by saving operator's time and improving the quality of your work.

Price \$4.50.

Barre Timers No. 401

This timer will ring an alarm bell at any designated time from 1 to 60 minutes or over. Will run continuously for 36 hours with one winding. The Barre Timer No. 401 is four inches in diameter and well made of brass with nickeled case.

You need a Barre Timer for tank development, washing prints, and almost every photographic process. Accurate timing will insure best results from your workrooms.



Price \$4.50

Brightening the Studio

SPRING is here. It is the time of year when nature starts her cleaning and brightening process to make more cheery, the months ahead. Spring is a good time to brighten the studio and make it seem still more welcome to your customers. different tone on the walls, a new coat of paint on the woodwork, perhaps more colorful draperies, will make a surprising difference in the appearance of a studio and transform it into a silent reception committee for customers.

Besides there is good sales psychology in the plan. People unconsciously gain the impression of business prosperity and somehow they like to patronize a growing and going concern. They are more liable to like you and your work if they are favorably impressed with the kind of greeting your reception oom offers them.

PROBUS

MAKES YOUR WOOD, FIBRE OR TIN

SINKS TRAYS SHELVES

ALKALI, ACID, RUST
AND
WATER PROOF.

THERE IS NOTHING LIKE IT
IT IS MADE FOR PHOTOGRAPHERS AND CHEMISTS

GET IT AT YOUR DEALER.

WOLFF & DOLAN

239 GRANT AVE.

SAN FRANCISCO.

ILEX PARAGON ANASTIGMAT

F:4.5

Enjoys a Perfect Record

Five years ago when this lens was first placed on the market it was referred to as the

Foremost Corrected F:4.5 Anastigmat.

The years have proved the accuracy of this statement. Of the thousands now in use none has failed to give complete satisfaction to its owner.

Brilliance of image, needlepoint definition on a flat field covering sharply to the very edges at full aperture are

PARAGON CHARACTERISTICS

It costs nothing to convince yourself of these facts. Your dealer will be glad to send you an Ilex Paragon on 15 day trial.

ILEX OPTICAL CO.

Rochester, New York

DO YOU NEED TANKS?

Ask HIRSCH & KAYE for descriptive circulars of Tanks, Printers, Dryers, and finishing room apparatus.

Here is a Spring 1928 Novelty



The Vanity Fair

For prints 2 x 3—opening $1\frac{5}{8} \times 2\frac{5}{8}$ square.

A *brand new* idea in an easel style. The antique French mirror effect around opening is brightened with silver on the Grey and gilt on the Brown.

Let us suggest that you order a small quantity as a *try-out*. Mount specimen prints in twelve of these and display in your show case. This makes an attractive—a Stop—Look—Buy display.

Price—\$4.50, per 100

Samples of both colors for five cents

SAMPLE OFFERS SS-28

The VANITY FAIR is just the style you want for *between seasons* to brighten up your display—to bring added business to your studio and to keep the younger set interested in photography.

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

This is the month of May and not maybe.

Wish now I hadn't told you about the secret investigation. Perhaps I shouldn't have mentioned it.

-- --

So many people have asked the firm what it's all about I had better tell you.

-- --

For the last three (3) months I've been on a secret investigation. It came this way—

Sometime ago the chief said Jerry you ought to take more interest in your work. Try to look beyond the shipping room. So I took an interest and listened in on a talk I heard him give to some of our salesmen.

-- --

I heard him ask a question and figured here's my chance to make a grand slam.

And maybe get a raise.

-- --

So I read books on cyko-analigy and how to study people by reading the bumps on their heads. I made a card indecks record and looked up Le Hearts Color Harmony Chart to see if they (the customers) wore the right color tie.

-- --

I tried to get the low down on some of you readers from Mr. Wolff and Mr. Bush, but nothing doing. Wolff says he locked the skeletons in the closet and lost the key. I said I'm not looking for any bones to pick with anyone, but that didn't help me.

-- --

Then I read a book on Tell me what you eat and I'll tell you what you are. That gave me a lot of fax.

I thought I had enough dope to spill, so I went to the boss and said, you remember the time you was talking to Mr. Derby and Mr. Bush and Mr. Peterson and the rest about conditions? He says you mean the time you took a half hour to dust my desk? I says yes, but I didn't dust your desk, I was listenen. I could have told you that says he.

-- --

Well, anyhow, I've got the dope for you. Since then I've looked, listened and talked so now I can give you the only report.

-- --

I talked to a lot of people and got some answers without asking a question.

-- --

I talked to one man and found his father used to run a merry-go-round, and that told me a lot.

-- --

One man said he got that way from looking at the pictures upside down on his ground glass.

-- --

Another man told me as how he got kicked in the head by a mule what he had a argument with.

-- --

And—wait a minute says the boss, what are you raving about, cut out the foolishness and get down to business.

-- --

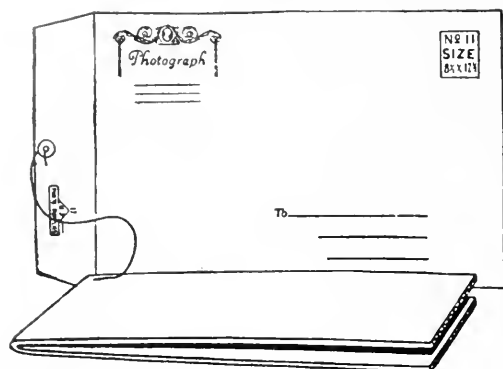
Why, says I, at that meeting, didn't you say—"I wonder how many photog-raphers are dizzy?"

-- --

"No, Jerry," he says, nice and sweet like, "I said, I wonder how many pho-tographers are busy.

JERRY.

(P. S. I guess I dont get my raise.)



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7⅝
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12⅜
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11⅝
*No. 11	8⅜ x 12½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! PRICES none can meet! Prompt Shipments!

TO MAKE SQUEEGEE WORK SAFE AND EASY

— USE —

PEEP-O-DAY and YALE CLOTH

Either one works satisfactorily and unfailingly by itself

—but the combination of both is best

For Sale by HIRSCH & KAYE, San Francisco

ABSORBENT COTTON

The finest grades manufactured, especially prepared for photographic use.

J & J Red Cross Cotton, per pound 90c

J & J Lakeside Cotton, per pound 65c

Every studio should have plenty of absorbent cotton convenient for use.

We guarantee the above cotton to be equal to any on the market.

For Sale by **HIRSCH & KAYE**

Defender Panchromatic Film

DEFENDER takes another forward step with the introduction of a Panchromatic film of remarkable quality thus rounding out a line which includes Portrait, Commercial Ortho and Panchromatic.

The last mentioned—Defender Panchromatic Film—is sensitive to all colors and combines monochromatic rendition of the color scale with a speed of exposure that is a revelation to those who are familiar with the ordinary type of color-sensitive negative material.

Defender Panchromatic Film is fast with daylight, extra fast with artificial light of the type most commonly used in the Commercial or Portrait studio. (Blue bulbs, however, are not recommended since they cut down both speed and rendition of color.)

Commercial men will find a wealth of color value in exposures without a filter and the ultimate in color correction or emphasis when standard filters are used. In either case, rapid exposures are practical and possible. Defender Panchromatic Film is a splendid utility tool in Commercial work—sternly practical—and will earn the endorsement of experienced workers.

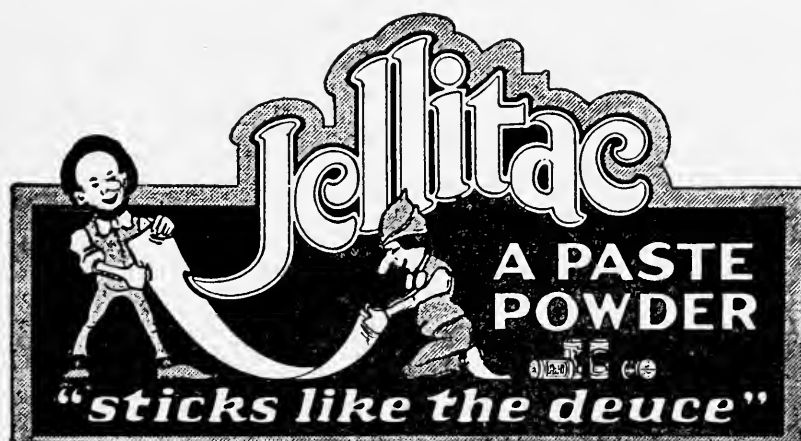
In portraiture, Defender Panchromatic Film makes possible a finer type of negative and one which lacks most of the natural flaws that involve so much tedious labor with ordinary film or plate. It gives true rendition of flesh tones, eyes, hair and draperies thus nearly eliminating the necessity of retouching. Freckles, tan, or pigment under the skin—exaggerated because they photograph black in the ordinary negative—are almost non-existent in

the Defender Panchromatic Film negative. Photographers will at once appreciate how much saving of retouching drudgery that means. Rough proofs from a Defender Panchromatic Film negative so closely approximate the quality of a finished print as to aid materially in selling portraits.

The usual studio lighting is excellent to bring out the speed and quality of this film. It is at its best in both speed and color value under artificial illumination, notably with the flash. Special carbons, now manufactured for arc light exposure with Panchromatic film, make this type of lighting also very effective. The portrait photographer who has not given thought to the possibilities of super color-sensitive film in his work will learn a lot after one or two exposures with Defender Panchromatic.

The manipulation of Panchromatic Film, while different, is not radically more difficult. Time development in covered tanks is usually employed and each emulsion card carries slightly variable factors of time to facilitate this method. The factors are individual to each emulsion. Films are handled in absolute darkness, or by a faint green light to which the vision readily adapts itself and which is probably less trying on the eyes during a long dark room session than the familiar red light.

The feature that distinguishes Defender Film is present in the Panchromatic brand, viz.; an exceptional clearness of both base and coating that gives 100% value to the emulsion speed, and yields a printing quality that is remarkably brilliant and delicate.



JELLITAC adheres permanently under all climatic conditions, whether hot or cold, dry or wet, and is not affected by sudden changes of temperature. Even when used to hold labels on bottles in an ice chest, which is a severe test, it holds.

JELLITAC is well known as a perfect paste for all conditions. A 4-pound package makes a gallon of paste, but you can mix it as required.

Price \$1.25 per 4-lb. package.

Trial size (quart) 15c.

Order from HIRSCH & KAYE.

Lane Bros. Advertising Material

These designs are offered at a special discount of 33 1-3 per cent.

Order today from HIRSCH & KAYE.



Side Piece No. 5A

Size 22 in. x 28 in. 24-ply Mat Board. Three colors.

Price \$1.25



No. 14D

Size 18 in. x 21 in.
Printed in Red, Black and Yellow.

Price \$1.00



Side Piece No. 4B

Size 28 in. x 28 in. 24-ply Mat Board. Four colors.

Price \$1.50



Side Piece No. 2B

Size 15 in. x 28 in. 24-ply Mat Board. Four colors

Price \$1.00



Side Piece No. 3B

Size 28 in. x 28 in. 24-ply Mat Board. Four colors.

Price \$1.50

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Placerville	Box 2131, The Focus
Jackson	Box 1023, The Focus	San Bernardino	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco **	Box 2208, The Focus
Merced	Box 2124, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 2143, The Focus	Stockton	Box 2197, The Focus
Oakland	Box 4142, The Focus	Stockton ***	Box 1962, The Focus
Palo Alto	Box 2153, The Focus	Turlock	Box 2109, The Focus
Palo Alto	Box 2104, The Focus	Ventura	Box 2144, The Focus
Palo Alto *	Box 2204, The Focus		

Oregon

Ashland	Box 2089, The Focus	Freewater	Box 2097, The Focus
Ashland	Box 1965, The Focus	Klamath Falls	Box 2147, The Focus
Baker	Box 2087, The Focus	Salem	Box 2114, The Focus
Bend	Box 2209, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods ** Workrooms down town *** Finishing only

Man wanted for finishing and outside groups in Yosemite Valley. Use of car desirable.

Box 2159, THE FOCUS.

Girl wanted in Lake County resort to do photo finishing and attend soda fountain in spare time.

Box 2160, THE FOCUS.

THE BARGAIN COUNTER

Here is something everybody will want. A Duplex Junior Twin Arc Lamp, slightly used, but in excellent condition. Price only \$48.75.

Here is a high-class Vignetter at very low price. No card supplied, but you can easily make one, and we offer this used F & S Vignetter for only \$6.85.

No. 4 Century Studio stand. Good condition and should be in somebody's studio. Price \$25.00.

If you make your own enlarger, you will need this 15-C Parralex reflector. Uses 100 volt lamp, which is not supplied with reflector. Price of reflector only \$12.75.

For the branch or part-time studio you will need a camera like this used 5 x 7 No. 5 Century Studio camera, with which we furnish a No. 5 Century Studio stand and Packard shutter. Price complete only \$35.00.

Here is a small Parralex reflector, size 12—E—12 inches in diameter for only \$9.00.

8 x 30 Circuit Print frame with glass. Price is \$5.50.

Some studios still like to use the head rest. Here is one you can have for only \$2.75.

If you need a posing chair, be sure to order the used Perfection posing chair we offer for only \$2.25.

Just in time for the summer season. A Kodak Commercial Printer for negative 5 x 7 or smaller, has quickly adjusted masking device. Price \$33.50.

No. 1 Eastman Printer for small negative. Will be satisfactory for a small

volume of work. This printer has no masking device and is quoted at \$12.50.

5 x 7 B & J Studio camera with reversible back and one plate holder. Bellows can be extended to 19 inches. Price \$6.50.

4-inch silent studio shutter in good condition. Price only \$4.00.

If you prefer an Ansco Amateur printer, we have a used one in excellent condition for \$12.50.

No. 4 Century Studio camera used, but looks like new. Supplied with 4½-inch silent shutter and the back of camera is fitted to take 6½ x 8½ portrait film holders. Supplied with one film holder and focusing hood. Price \$42.50.

Anthony Scoville Studio stand in excellent condition. This stand is well known to old-time photographers for its faithful service. Price \$25.00.

Halldorson Home Portrait Electric Lamp, mounted on special movable stand equipped with rollers. A good lighting unit for single pictures or small groups. Price \$29.50.

19-E Parralex reflector in new condition. This is the largest and most powerful Parralex reflector made, and will completely cover 8 x 10 negative. Price \$27.50.

Halldorson 5 unit Home Portrait Electric Lamp on folding stand. Supplied with two 400-volt blue globes and one clear. Price \$20.50.

8 x 10 Century Portrait camera of old design. Supplied with two 8 x 10 curtain slide holders and 5 x 7 sliding ground glass carriage with three 5 x 7 curtain slide holders. Price \$15.00.

DEFENDER *Film*

Portrait

Panchromatic

Commercial Ortho

EACH brand of Defender Film is notable for its brilliant reproduction quality, its capacity for translating negative value into print details.

Speed, latitude and range are present in each brand. Owing to the unusual transparency of base and coating every delicate detail is printable, the fine negative making an equally fine print.

*Defender Film is made expressly for Defender by
DuPont-Pathe Film Mfg. Corp., New York City*

*Write us for name of
nearest distributor*

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Announcing

Vitava Athena Old Ivory

A new paper producing rich prints of a beautiful warm tone by direct development. The paper stock is a mellow, ivory tint—the tone has all the warmth one could wish and the bother of toning is eliminated.

Just develop *Old Ivory* in the new Athenon developer—the results will be a revelation to you. Old Ivory is furnished in V-Smooth and W-Medium Rough, double weight, semi-matte surfaced stocks, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

June, 1928

Number 6

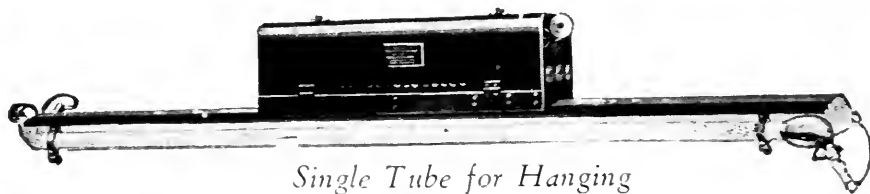


There should be a law against these
"assistant" operators!

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Cooper Hewitt



Single Tube for Hanging

Used ideally for overhead lighting. This is the same fixture that has long been used in the leading studios. Can be hung in any direction and reflectors can be rotated to throw light to either side. Available for A.C. and D.C. current. Overall size— $53\frac{1}{2} \times 9\frac{1}{2}$ ins. Light source 48 ins. Price complete \$40.00 (D.C.) \$45.00 (A.C.)



Single tube unit for general lighting. — Available for A.C. and D.C. current. Overall size $59\frac{1}{2} \times 5\frac{3}{4}$ ins. Light source $50\frac{3}{4}$ ins. Price complete \$85.00 (D.C.) \$100.00 (A. C.)

Select Your Lights

For twenty-two years Cooper Hewitt light has been the standard of artificial light in photography. The light itself is exactly the same as when it was invented by Peter Cooper Hewitt. It is still the cool, glareless and shadowless light that it has always been.

The equipment however has been greatly improved. The new outfits illustrated here have been developed after long experimentation to give the highest degree of flexibility in use. A touch will move the entire unit on its ball-bearing casters. The tubes are automatically balanced to make tilting easy. The adjustment for height operates as simply as your camera.

The finish is handsome to harmonize with your studio furnishings.

Cooper Hewitt

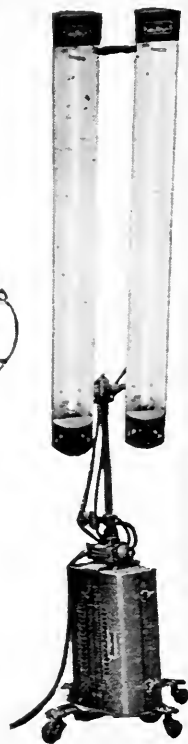
Equipment can be obtained promptly from
HIRSCH & KAYE

All prices shown are F.O.B. factory, to which transportation to San Francisco is to be added.

Write to Hirsch & Kaye for detailed bulletins



M-Tube—Used especially for enlarging. Shape of tube concentrates light behind negative and with a sheet of opal or two sheets of ground glass gives perfect diffusion for negatives up to 8×10 ins. Unit does not require condensing lenses. Can also be used for special studio lighting. Available for A.C. and D.C. current. Overall size $18\frac{1}{2} \times 14\frac{1}{4} \times 5\frac{1}{4}$ ins. deep. Light source $10\frac{1}{2}$ ins. Price complete \$105.00 (D.C.) \$120.00 (A. C.)



Two tube unit. — Probably the best single piece of equipment for any studio. Used for general lighting and is the most efficient outfit in Cooper Hewitt history. Available for A.C. and D.C. current. Overall size—each reflector $59\frac{1}{2} \times 5\frac{3}{4}$ ins. Light source $50\frac{3}{4}$ ins. each tube. Price complete \$160 (D.C.), \$175 (A.C.)



U-Tube. — Used for lighting copy boards, title work, printing, etc. Available for A.C. and D.C. current. Overall $31 \times 10\frac{1}{2} \times 6$ inches deep. Light source $23\frac{3}{4}$ ins. Price complete \$105.00 (D.C.), \$112.00 (A.C.).

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

June, 1928

Number 6

: IN THE PROFESSION :

J. T. BOYSEN



"Bullets and
Bulls' Eyes"

To be a photo finisher these days is no special distinction because there is at least one in almost every community.

To go to Yosemite these days is no special achievement because with the new all-year highway, any contraption that includes gas, oil, water and two or more wheels will get you there.

All of which is written to take you back to the days when a photo finisher in Yosemite was a distinction and an achievement.

Of Mr. Boysen's earlier days, we regret we know less than we would like to. We have known him for so long it seems like we've always known him.

About 1896 he undertook, as a pioneer in Yosemite in that field, the finishing of Kodak work. Those were the days when films must be put through a glycerine solution to keep from curling, and the Bullet and Bullseye were about the only Kodaks that had been introduced. Likewise, tourists stayed for more than a few days and took many pictures.

Out of this small beginning, has grown an internationally known business, as he has done finishing and sold Landscape Studies to a great many notables, and some of the Royalty of the old world; also, has had the pleasure of photographing several of our Presidents and most prominent men.

As the popularity of the Valley grew, it was natural that his clientele should grow in size and become scattered over a wider territory. Orders have been received from visitors who first met Mr. Boysen on their Yosemite trip, and tho they returned to their distant homes the orders from his customers continue to arrive. These orders frequently include requests for lantern slides taken by lecturers and explorers on their world wide trips.

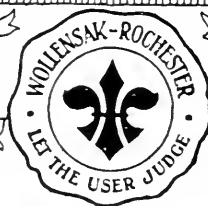
We have known of this, but were astonished a few weeks ago to see the addressed wrappers of orders received this year, as in years previous from regular customers in Algeria (Africa) and Scotland. We can understand how work can be so satisfactory that it will justify sending from Algeria to Yosemite, but it MUST BE GOOD to make a Scotchman pay the extra postage.

All of which emphasizes the old saying, a satisfied customer is your best ad.

—o—

ASPIRATION

Let me be a little kinder, let me be a little blinder
To the faults of those about me; let me praise a little more;
Let me be, when I am weary, just a little bit more cheery;
Let me serve a little better those that I am striving for;
Let me be a little braver when temptation bids me waver;
Let me strive a little harder to be all that I should be;
Let me be a little meeker with the brother that is weaker;
Let me think more of my neighbor and a little less of me.



VERITO--the Business Builder and Time Saver

There is a genuine feeling of pride in passing portraits to a customer—portraits that have a beautiful softness and standing-out quality such as only the Verito gives. They reflect back to your future business because portraits made with the Verito mean repeat business—they are a credit to the studio.

The quality of softness in the Verito is controllable. Any degree of diffusion can be had by varying the opening of the diaphragm. It produces an atmospheric quality that blends the highlights and shadows and suppresses the harsh wiry detail making retouching practically unnecessary.

VERITO EXTENSION LENS

An extra front lens for the 18 in. focus Verito. It displaces the regular front lens, increasing the focus to 22¼ in.—maintaining Verito quality. A splendid focal length for making large heads.

Catalog Upon Request

WOLLENSAK

OPTICAL COMPANY

Rochester, New York U.S.A.



Things you should know---

How to Save Broken Glass Negatives

It often happens that a valuable negative gets cracked, but so long as the gelatine film itself is not broken, it is a comparatively simple matter to transfer the negative to another piece of glass. There have been various methods recommended for printing from broken negatives, such as cementing to another glass with balsam, backing up with ground glass or translucent paper, etc., all of which have some advantage but are only imperfect makeshifts at the best.

If it unfortunately happens that a negative is broken, due to pressure in the printing frame or from other cause, the first thing to do, if only the glass is cracked, is to be careful not to break the sections apart. It is very necessary to keep the delicate film of gelatine, which is the real negative, intact. To do this and to prevent tearing when treating in the various solutions, it is advisable, as a first step, to provide a film support for the injured negative. This is accomplished by laying another piece of glass against the back securely fastening at the corners with narrow strips of surgeon's plaster. The emulsion should then be toughened with Formaldehyde and the negative again dried before stripping. The solutions used are as follows:

No. 1.

Formaldehyde $\frac{1}{2}$ oz.
Water 16 ozs.

No. 2

Sodium Fluoride 2 drams.
Sulphuric Acid 2 drams.
Water 32 ozs.

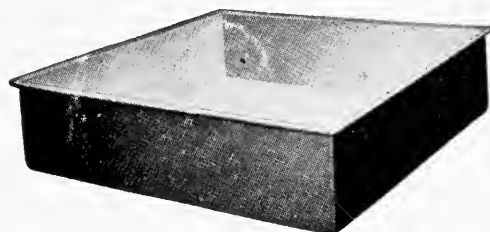
No. 3.

Ammonia 1 oz.
Water 16 ozs.

For stripping, the negative should first be put, without previous wetting, into Solution No. 1 and allowed to remain from 5 to 10 minutes. After being thoroughly hardened in this bath, the negative should be rinsed lightly under the tap and placed in the rack to dry. Here the necessity of having the broken plate firmly attached to another plate will be very apparent. The negative must be dried after the hardening bath, otherwise a successful transfer cannot be made.

After thoroughly drying, put the negative face up into Solution No. 2 in a flat tray and allow to remain without touching or rocking until the film entirely leaves the support. Then with the glass, gently lift the detached negative and transfer to another tray containing Solution No. 3. The purpose of this solution is to neutralize the Fluoride, as without doing this, permanent contact with another plate could not be secured. Three minutes in Solution No. 3 is sufficient. Then lift as before and transfer to a larger tray containing clear water and a plate, preferably of a little larger size, which has been fixed and thoroughly washed, but not developed. This gives a gelatine coated plate which is perfectly clear and transparent. Float the loose film onto the gelatine side of the new plate, lift out of the water and squeegee with a wet blotter to remove air bubbles, then set up to dry. The use of a larger plate for transfer is desirable, as it is a convenience in placing and handling the film. If properly hardened in solution No. 1, the film will not stretch to any perceptible extent in the process of transferring.

LISTEN! Stop Waste! Reduce Labor and Expense!
For Best Results Install
STERLING QUALITY DEVELOPING TANK OUTFITS
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

**Economy in
Initial Cost
Upkeep, Service**

Light. Easily Cleaned and Handled. Best Economizes solutions.

**AMATEUR
FINISHING
OUTFITS.** Roll Film and Circuit work. Enormous daily output.

Enamel Water-jacket.
 1 developing tank.
 1 fixing tank. Middle space for washing and rinsing. Circulating water—for temperature regulation.



Made in 2 sizes.
 5x12x42" hold 10 gallons
 8x12x42" hold 17 gallons
 Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
 "The best by test."

--For--

Home Portraiture and Home Movies
"Superlyte Midget" Lamps

Can be safely connected to your house lighting circuit

AT ALL DEALERS

The MAX MAYER COMPANY

233 West 42nd Street
 NEW YORK, N. Y.

ANOTHER MAN MADE HAPPY

We received the projector in good shape, and with time to spare. Thanks to the service of Hirsch & Kaye.

I am sending you a check for \$125 and will try and have the balance the first of June or a few days after. I hope this will be O. K. for if it isn't I

will have taken advantage of your kindness.

You surely have created a friendly feeling in this little community, and it will be remembered for more than a day. Thanking you again for the many favors in the past, I am

Sincerely yours,

J. M.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Placerville	Box 2131, The Focus
Jackson	Box 1023, The Focus	San Bernardino	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco **	Box 2208, The Focus
Merced	Box 2124, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 2143, The Focus	Stockton	Box 2197, The Focus
Oakland	Box 4142, The Focus	Stockton ***	Box 1962, The Focus
Palo Alto	Box 2153, The Focus	Turlock	Box 2109, The Focus
Palo Alto	Box 2104, The Focus	Ventura	Box 2144, The Focus
Palo Alto *	Box 2204, The Focus		

Oregon

Ashland	Box 2089, The Focus	Freewater	Box 2097, The Focus
Ashland	Box 1965, The Focus	Klamath Falls	Box 2147, The Focus
Baker	Box 2087, The Focus	Salem	Box 2114, The Focus
Bend	Box 2209, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

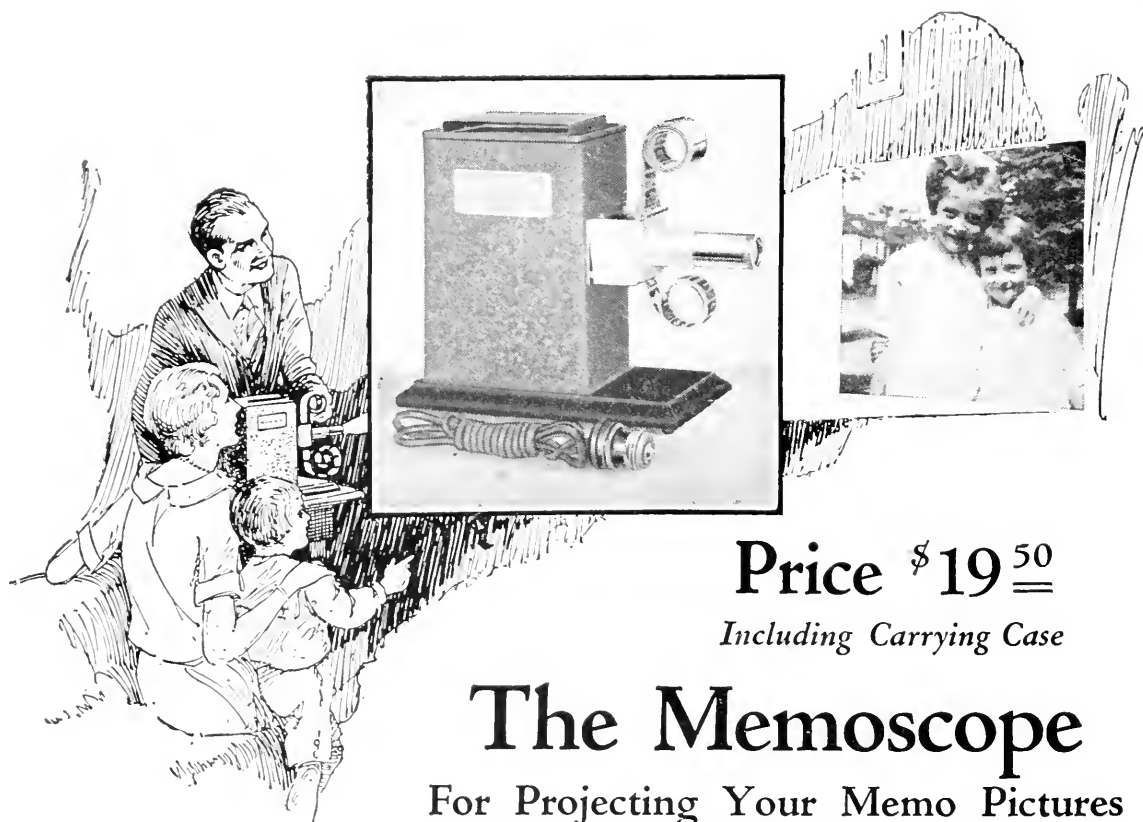
McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods ** Workrooms down town *** Finishing only

WANTED: To buy modern studio in town of 5,000 to 25,000 population; give price and full particulars by first mail. Address: T. L. Birkeland, Hutchinson, Minnesota.

INFORMATION WANTED BY SERVICE DESK—ADDRESS OF C. R. MANDEVILLE, FORMERLY OF LOS ANGELES; MRS. S. DENTON, FORMERLY OF OAKLAND.



Price \$19⁵⁰

Including Carrying Case

The Memoscope

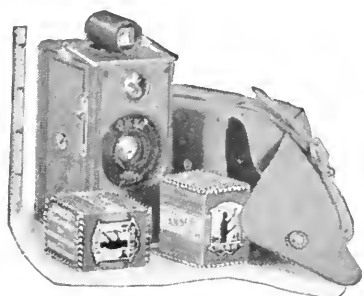
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
Binghamton, N. Y.

THE BARGAIN COUNTER

Here is something everybody will want. A Duplex Junior Twin Arc Lamp, slightly used, but in excellent condition. Price only \$48.75.

-- --

Here is a high-class Vignetter at very low price. No card supplied, but you can easily make one, and we offer this used F & S Vignetter for only \$6.85.

-- --

No. 4 Century Studio stand. Good condition and should be in somebody's studio. Price \$25.00.

-- --

If you make your own enlarger, you will need this 15-C Parralex reflector. Uses 100 volt lamp, which is not supplied with reflector. Price of reflector only \$12.75.

-- --

Halldorson Home Portrait Electric Lamp, mounted on special movable stand equipped with rollers. A good lighting unit for single pictures or small groups. Price \$29.50.

-- --

5x7 Eastman Horizontal Enlarger with 9 inch condensers. Only \$75.00.

-- --

8 x 30 Circuit Print frame with glass. Price is \$5.50.

-- --

Some studios still like to use the head rest. Here is one you can have for only \$2.75.

-- --

If you need a posing chair, be sure to order the used Perfection posing chair we offer for only \$2.25.

-- --

Just in time for the summer season. A Kodak Commercial Printer for negatives 5x7 or smaller, has quickly adjusted masking device. Price \$33.50.

-- --

If you prefer an Ansco Amateur printer, we have a used one in excellent condition for \$12.50.

5 x 7 B & J Studio camera with reversible back and one plate holder. Bellows can be extended to 19 inches. Price \$6.50.

-- --

4-inch silent studio shutter in good condition. Price only \$4.00.

-- --

Ceiling Ventlite (for 1,500 watt lamps). A good overhead light. Slightly damaged in transit, very servicable. Price \$16.50.

-- --

No. 4 Century Studio camera used, but looks like new. Supplied with 4½-inch silent shutter and the back of camera is fitted to take 6½ x 8½ portrait film holders. Supplied with one film holder and focusing hood. Price \$42.50.

-- --

Anthony Scoville Studio stand in excellent condition. This stand is well known to old-time photographers for its faithful service. Price \$25.00.

-- --

For the branch or part-time studio you will need a camera like this used 5 x 7 No. 5 Century Studio camera, with which we furnish a No. 5 Century Studio stand and Packard shutter. Price complete only \$35.00.

-- --

19-E Parralex reflector in new condition. This is the largest and most powerful Parralex reflector made, and will completely cover 8 x 10 negative. Price \$27.50.

-- --

Halldorson 5 unit Home Portrait Electric Lamp on folding stand. Supplied with two 400-volt blue globes and one clear. Price \$20.50.

-- --

8 x 10 Century Portrait camera of old design. Supplied with two 8 x 10 curtain slide holders and 5 x 7 sliding ground glass carriage with three 5 x 7 curtain slide holders. Price \$15.00.

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER
Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue
SAN FRANCISCO

Room 420 - Phone Prospect 476

Harry F. Peterson

Representative of

HIRSCH & KAYE

in

Oakland and East Bay Regions
1216 PARKER ST. BERKELEY

Phone Berkeley 1846-J

For Good Retouching

Send Your Orders to

Anne Roston

Apt. 48—929 Pine Street

Phone Prospect 5943

SAN FRANCISCO, CALIFORNIA

FREE COUPON

I will do FREE one piece of retouching, coloring, blocking or air brushing, to introduce my work.

ODIN LILJEGREN

Thirty-six-hour service, Reasonable prices, and expert work—a combination you can't beat.

957 Mission St., San Francisco, Calif.



BARRE

Retouching Lens Support

Adjustable to any position

PRICE (without retouching lens) \$3.50

Order today from

HIRSCH & KAYE

For Real Good
RETOUCHING PENCILS

Try

FABER

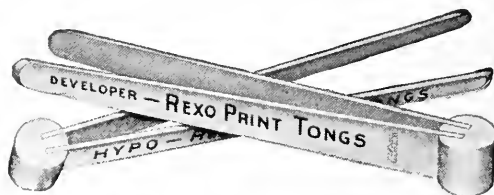
"CASTELL"

All Grades, Pencils or Leads

For Sale by

HIRSCH & KAYE

For Clean Hands



PRINT TONGS

Marked for "Developer" and "Hypo"

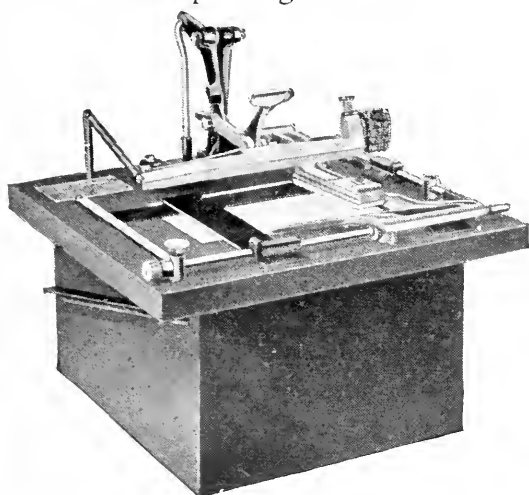
20 cents each

Order a pair of each today
from

HIRSCH & KAYE

PAKO Jr. PRINTER

THIS machine is light, portable, yet strongly built to give long, dependable service. Has the same printing head as the Model "B," save that the platen is hand operated.



Designed to fit into work table or shelf, to be removed when not needed. It is ideal for providing reserve capacity, although it is giving year-round service in many photo finishing plants.

It is easily operated and enables inexperienced operator to attain speed of 250 prints hourly on short run commercial work.

Its low cost enables any photo finisher to have dependable reserve equipment which he can apply to his extra heavy days, without a large idle investment on normal or light days.

Has divided platen, automatic numbering device, universal adjustable masks, negative holder and paper register guide, and printing light controlled from platen automatically. PAKO Junior Printer (without printing lamps) \$55.00

KODAK SERVICE PRINTER

Illumination is strong; construction is rugged. The Kodak Service Printer is *right* for photo finishers.

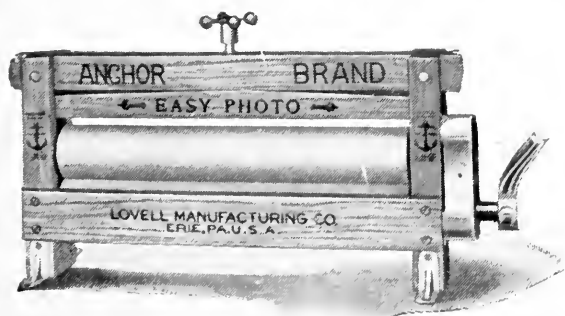
It accommodates negatives up to 5 x 7 inches and a set of eight, fixed-opening negative masks is furnished. Adjustable masks are provided, as well. These are marked and notched for use in the standard negative sizes.

The platen is of the one-piece type and locks in place if long exposures are necessary. It operates easily and once released and started upward, it is carried automatically to the limit of motion by springs.

The switch is positive in action and durable in construction. The printing light is a 150 watt type C lamp (not supplied). There are two pieces of ground glass in the printing bed, one uniform and the other graduated—even illumination is amply safeguarded.



Price \$80.00
(Terms if desired)



Easy Photo Wringer

No. 312 Rollers 12 x 2	\$14.00
No. 314 Rollers 14 x 2	15.50
No. 616 Rollers 16 x 2	17.00
No. 318 Rollers 18 x 2	18.50
No. 320 Rollers 20 x 2	20.00

A New Spring 1928 Easel



The Louisville

This is made of our new Carrara stock—in a soft marble-toned Grey and Neutraltone. It is not a flashy style. The insert design is a quiet, tinted border, set in a bevelled plate sunk. Edges of insert deckled.

These prices will interest you—

Sizes	4 x 6	4½ x 6½	6 x 8	7 x 9¾
Prices—per 100	\$8.50	\$11.00	\$14.00	\$16.00

Sample of both colors, postpaid, for 10 cents

SAMPLE OFFER SS-38

Just the easel style you need to add a touch of newness to your this season's showing.

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

This is the month of brides and graduates, not the dark room graduates, the school room kind.

-- --

I'd like to help the kids pass their examinations so I've got some fax for them. I hope they use it.

-- --

Blizzard—The inside of a hen.

Mountain Range—A large cook stove.

Cxygen—An eight-sided figure.

Dispel—To spell incorrectly.

Butter—A billy goat; Buttress—a nan-ny goat.

Frontispiece—A headlight on a Ford.

Furlough—a fur-bearing animal.

Monomaniac—A man with only one wife.

Mistake—To steal something.

Observatory—A place where flowers are kept.

Tonsorial Parlor—Where you go to have your tonsils out.

Joan of Arc—One of Noah's daughters.

-- --

FAX FOR THE MUSIC CLASS

Mozart—A range of mountains in Missouri.

Minor Scale—Wages paid working men in the coal fields.

Sordino—A small variety of fish.

Intonation—State of being pigeon-toed.

Virtuoso—A college girl who don't smoke.

Meistersinger—A bigger and better sewing machine.

Berceuse—A French liquor.

-- --

That's right—laugh and show your ignorance.

What's wrong with these sentences:

"Widow in comfortable circumstances wishes to marry two sons."

"A lady wants to sell her piano, as she is going abroad in a strong, iron frame."

"Wanted, an airy bedroom for a gentleman twenty-two feet long and eleven feet wide."

-- --

I get some letters in the mail with some questions and here are a few. Ask me another.

-- --

Dear Jerry: Was De Sota named after de Sota water?

Do Uneeda ask? He was a cracker and named for the biscuits.

-- --

Dear Jerry: I told my friend that I sat on the right hand of the guest of honor at a banquet and he said, "What did he stir his coffee with? Should I be offended? Gladis.

No Gladis—(your telephone number please) next time be a lap lander.

-- --

Dear Jerry: I have read your page with great interest. What is it all about and why is it published? Margery.

Well, Marg, I'll tell you the truth for once. It's a mystery.

JERRY.

P. S.

I thought my secret investigation would get me a raise, but all I got was a razz.

-- --

Anyhow, I'm now working on a sure thing. I'm working on an adjustable wedding ring for these trial marriage folks.

Our Salesmen Tell Us ---



WM. WOLFF

Henry Sackrider, usually in Marysville, Cal., left on May 16 for a trip to Illinois. He must feel rather pessimistic about his safety in that State because he settled his account in full before he left.

--- --

The Logan Studio, Stockton, Cal., uses direct mail advertising. Recently we received a copy of their latest card. Dignified and complete—it tells the story of photography's place in modern industry.

--- --

Mrs. E. B. Blake, perhaps better known as Mrs. E. B. Freeman, (Eureka), died about April 20. She will be remembered for her celebrated collection of Indian pictures and relics, collected among the Northern California Indians.

--- --

How many of our readers listened in on Station KSL on the evening of April 27? The Salt Lake City photographers sponsored the program, which was an enjoyable one. This is the publicity that counts—again illustrating, that a united group can accomplish more than the individual.

--- --

Leonid Fink, leading society photographer of Seattle, has taken up aviation, and expects to buy a plane to run between Seattle and Portland, where he also has a large following. Mr. Fink is again using Charcoal Black A for his finer portraits.

--- --

Another Smith, who was formerly with S. F. Chronicle and now head of photo department Seattle Times, has hired another Smith, but his first name is Harold and was formerly with Webster & Stevens, Seattle.

Walter Miller, one of Seattle's leading commercial men, is also some fisherman. He wrote a book on it—send for one.

--- --

George Sanderson of Portland, whose store is known as Sandy's is interested in a burner that burns saw dust. It's an automatic affair and feeds itself—There's money in sawdust.

--- --

Mose and Anna Grady at Seattle look as pert as ever—business is good (That's the Spirit.)

--- --

Frank Patterson of Medford, famous for his Crater Lake pictures, is touring California with his better half.

--- --

Jim Clark is not only a photographer, but a chicken fancier. He expected 400 pullets the day the writer was in Roseburg, Oregon.

--- --

Carl Baker of Eugene has a new car. Nice boat, had a ride in it. Carl expects to tour California in it as soon as the summer rush is over.

E. W. Stewart of Tacoma is hard at it these days having combined Seattle store with Tacoma.

—o—



L. J. Stonehart of Santa Maria has done much to make the American Legion a power in the Santa Maria district. He was commander of the local Post last year.

--- --

H. L. BUSH H. H. Wonacott still finds time aside from his studio duties to "father" his trout ranch at Fort Bragg. He is now supplying several fish grottos with the speckled beauties.

--- --

W. G. Connell, of Dinuba, is sporting a new Willys-Knight Coach. We offered to swap him our Dodge and he grinned loudly.

Our Salesmen Tell Us ---



A TRAGEDY IN
THREE ACTS
The hero—Roy Williams of Oakland.

ACT I

Man in Overland Coupe—lady in a flivver—lots of rain—dark—

H. F. PETERSON smash!—Roy Williams pays the bills.

(Curtain falls for 52 min.)

ACT II

Chrysler Roadster 70 bounces off rear of Overland Coupe, Cushions on a Buick Radiator, All three stop.—Nobody pays the bills, yet.

ACT III

Chicken pox—Isolation dept., Hospital. See you in three weeks.—Roy.

--- --

Melville London, well known photographer of the bay region, has opened a well equipped studio in the Ray Bldg., Oakland.

--- --

H. J. Courtright, the picture taker of Elmhurst, claims the distinction of having the first automatic telephone to be installed in Oakland. It doesn't work automatically yet, (the telephone) but it will about October. Thereafter it will work only when Harry does.

--- --

L. C. Green, photo finisher of Albany, Cal., is now mayor of the town, because he received the highest number of votes of the four councilmen recently. "Hizoner" says he will furnish the "tanks" for the town lock-up.

--- --

F. V. Garrett, who purchased the Miller studio in Berkeley, is well pleased with the Elwood Enlarger I recently sold him. He tells me he can make enlargements from average kodak negatives on Velour Black paper (from Hirsch & Kaye) in 15 or 20 seconds, using a 100 watt lamp.



R. E. DERBY

Hayden D. Lothers, of Lothers and Young fame, is now with Salter Bros., 138 Columbus Avenue, San Francisco, where he will use his photographic training in the interest of illustrative advertising.

--- --

The former Hartsook Studio at 41 Grant Avenue, San Francisco, is now owned and operated by Mr. Laughlin of Fresno with whom are associated Mrs. Blake and Mr. Black, formerly of Blake and Black. For many years the main studio in the Hartsook chain, this location is a very desirable one and with the new furnishings and equipment is a very presentable studio.

--- --



N. G. SILLER

C. M. Williams, Commercial Photographer of Oakland, made a flying trip to the scene of the recent (Saint Franciscito) dam disaster, making a complete photographic study of the dam and surroundings.

--- --

Nelson T. Shaw, of the Shaw Laboratories, has "Filmed" a complete story of the operations of the laboratory with his recently purchased Filmo equipment. Mr. Lund, acting as chief cameraman, produced a sales promotion story which should bring results.

--- --

Most of our readers are familiar with the remarkable pictures of plant life made by A. C. Pillsbury while in Yosemite. Mr. Pillsbury has returned from his lecture tour of the Eastern States and will resume his scientific research at his new studio located at 1147 Keith Ave., Berkeley. Among the projects planned is a series of X-Ray motion pictures on especially coated film.

They Pay Dividends in Your Dark Room



*Free flowing
as the
waterfall*



*Crystal clear
solution with-
out filtering*

MALLINCKRODT ALUMS
are convenient and easier to
handle, and make solutions that
last longer. Impurities in chem-

icals affect their action and shorten the life of solutions made with them. Mallinckdrodt Alums are manufactured to definite photographic standards both as to their physical form (free running) and as to their chemical purity.

Consider, therefore, the advantages they bring you.

1. Easier to weigh.
Quick to dissolve.
2. Make crystal clear solutions.
No filtering is necessary.
3. Unequalled purity.
Absolute uniformity—longer lived solutions.
4. Better final results.

CAN you afford not to use them? Order them from your stock house, but be sure you specify *Mallinckrodt* original containers.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Retouching---Thru the Lens

Skillful retouching is an important part of portrait photography. Carried to the ultimate, it is real artistry, and many photographers justly pride themselves on their ability to beautify a portrait by their work on the negative before it gets to the printer. You will find few of them, however, who would not welcome relief from the long trying sessions with pencil and etching tool or from the added expense of having this work done for them or trusting it to someone who is purely mechanical. Many are forced to give this work out because their eyes will no longer stand the strain or because they grudge the time which can be spent to more advantage in other work.

The answer is panchromatic film. A few comparisons between the panchromatic portrait negative and one made on ordinary plate or film will soon convince the most doubting that half or more of the drudgery of retouching is unnecessary. With the combination of modern artificial lighting and the panchromatic emulsions, much of the need for retouching simply does not exist.

Practically everyone knows why this is so. They admit the greater fidelity of the "pan" negative to natural values, its speed with artificial light, and other advantages but hesitate to adopt any negative medium that might complicate

their method of working or increase the risk of failure. Any portrait photographer who will weigh the proven advantages of panchromatic film against the possible disadvantages will at once find at least a mighty fine argument for going into the matter thoroughly in an experimental way.

Panchromatic film is remarkably fast with the usual artificial light. It registers values in eyes, hair, draperies and flesh tones with much greater fidelity. Freckles, tan, skin blemishes are obscured or eliminated. The print as a rule has a brilliancy that is appreciably beyond the average with ordinary negatives.

Against this the necessity of working with a green light—to which the vision readily adapts itself—and tank development which most workers now use, as it is. Also a trifle more cost—possibly a dime or so—per sitting. Remember—that the dime is buying a quarter's work of retouching at least.

Hirsch & Kaye can supply:
Defender Panchromatic Film
Eastman Commercial Panchromatic Film
Eastman Process Panchromatic Film
Geveart Panchromatic Film.

Order today from

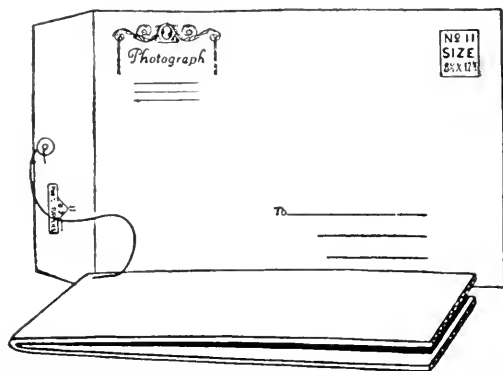
HIRSCH & KAYE

Your logical source of supply

AFGA-ANSCO CONTEST

The manufacturers of the famous Agfa Roll Film and Agfa Film Packs have announced an interesting contest for amateur photographers. The contest is open to all amateurs competing in one or more of four groups—Baby Pictures, Racing Day Pictures, Fair Weather Pictures, and Unusual Pictures.

Prizes for all groups total \$7,500.00 and the contest closes Oct. 2, 1928. If you sell films, write to Hirsch & Kaye for a supply of circulars to give to your customers.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7⅝
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12⅜
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11⅝
*No. 11	8⅜ x 12½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! PRICES none can meet! Prompt Shipments!

VITAVA

ATHENA

OLD IVORY

Grade V-Smooth

Grade W-Rough

Athena emulsion on ivory tinted, double weight, semi-matte surfaced stock.

DEVELOPED WITH ATHENON
for rich, warm brown tones

Formulas and directions for using with each package

For sale by

Hirsch & Kaye

Your logical source of supply. Order some today

Richard Speaight (author of "The Memoirs of a Court Photographer") has returned to England from the U. S. and told a newsgathering friend about how he took President Coolidge's photo in the Cabinet Room of the White House last winter. To get his light right, Photographer Speaight covered the windows with tissue paper.

To "amuse" President Coolidge, Photographer Speaight made a "witty" allusion to the fact that the tissue paper had been imported "all the way from England," President Coolidge's reply, which Photographer Speaight and his England." President Coolidge's reply, was: "If it answers the purpose, that is all that is required."

We don't know who makes the several types of vignetting tissue we can supply, or where they are made, but we do know that no one has ever offered better material.

French Tissue, per quire (24 sheets), 60 cents.

Onion Skin Tissue, 30 cents per dozen.

Cepa Skin Tissue, 25 cents per dozen.

THE BLUSHING BRIDE

They tell us of the blushing bride

Who to the altar goes,

Down the center of the church

Between their friend-filled rows.

There's Billy, whom she motored with,

And Bob with whom she swam;

There's Jack, she used to golf with him,

And Steve, who called her lamb;

There's Ted, the football man she owned,

And Don of tennis days;

There's Herbert; yes, and blonde Eugene,

Who had such winning ways;

And there is Harry, high school beau

With whom she used to mush.

No wonder she's a blushing bride;

Ye gods, she ought to blush.

—EXCHANGE.

LAVAPYRO

Stain, dirt, and poison remover from hand. Removes all photographic, chemical, aniline and other poisonous stains from hands. Prevents poisoning. Puts hands in healthy, nice condition. Heals cracked or afflicted hands. Many chemical and factory workers, artists, painters, photographers, mechanics, houseworkers, etc., are or will be afflicted from handling poisonous substances and dirt—LAVAPYRO prevents that. Take care of your hands before too late. Set of two Lava-pyro jars, 50 cents.

For sale by

HIRSCH & KAYE

We appreciate the FOCUS, which we consider among the great leading magazines and tenderly hope Jerry is fully recovered—and able to give us some more stuff, as it has been lamentably short of late, and we have much spare time to read at present.—I. V. W.

CUPID STILL AT IT



Last month we announced the engagement of two of our employees and since then have learned of the (secret) engagement of our switchboard operator, Miss Gertrude Hein, the little girl from Texas, has announced her engagement to F. W. Landman and will be married by the time you read this.

Mr. Landman is a radio expert, and aside from the fact that he plays the saxophone, we know of nothing else against him that would cause us to withhold our best wishes for happiness to the young couple.

Miss Hein's place at the switchboard will be taken by Miss Curtiss, an experienced operator, who will soon learn to recognize your voice.



Gevaert



Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

“GEVAERT”

*is always specified by the photographer
who wants the **BEST***

*Descriptive Catalogue on Request
Address Dept. No. 8*

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NOVABROM	<i>The Standard Bromide Paper for Every Phase of Photography.</i>
-----------------	---

What Certification Means To The Profession

THE PLAN EXPLAINED

By W. M. BALL, President, P. I. P. A.

What is the International Photographic Service Bureau?

An institution authorized by the P. I. P. A. to insure by certification the practice of certain ethics, a standard of service and quality, and the dissemination of information that will enable each state, city or locality, to arrive at minimum price schedules for which our products can be manufactured and sold.

Who is a Certified Photographer?

A firm engaged in one or more of the three branches of the craft, which is judged by representatives of the bureau to be qualified to carry out its business practices.

How does the bureau operate?

Through a local committee representing the three branches of photography, for consideration and adjustment, in cooperation with the state board of standardization, of affairs in its district.

Are all P. I. P. A. members Certified Photographers?

They are not. However, only members of P. I. P. A. are eligible to membership in the bureau, which is for those who wish to take a further step to become Certified Photographers, and make the most of association work through closer cooperative efforts.

How is the bureau financed?

Its work is supported by the payment of a fee for certification in addition to regular P. I. P. A. dues, from each firm admitted to the bureau. The finance committee has recommended that the fee be set at \$50 to cover this year's activities, following annual assessments to be decided upon by the members according to the program projected.

What benefits will accrue?

Greater profits through the elimination of wasteful and unfair forms of competitive bargaining, fair prices, and general improvement of public confidence and good will.



Artist Smocks

Easily cleaned, they are neat in appearance. Add professional dignity to your studio and comfort to yourself. Colors, tan, green and blue. Sizes 34 to 44 \$2.75 each



The "Inactin"

Electric Ruby Lamp

This is one of the safest and most efficient of all dark room lamps. It consists of a Spectroscopically tested ruby outer globe; with an inner orange incandescent lamp. It has brass head with screw thread.

The "Inactin" Electric Ruby Lamp sheds light in all directions, which is an advantage unobtainable with the ordinary dark room lamp. The orange bulb can be used separately when working Bromide or Gaslight papers.

PRICES

Lamp Complete	\$2.00
Extra Outer Globe	1.50
Extra Inner Bulb70

FOR SALE BY

Hirsch & Kaye



Pako Clips

The clip with the bulldog jaw. Will not retain water.

Brass—nickel plated

Per doz.	Per gross
\$1.25	\$12.00

Monel Metal

Per doz.	Per gross
\$3.50	\$40.00

CHANGE THE AIR

IT'S GETTING WARMER

The average dark room—pardon us—laboratory—is very poorly ventilated. The presence of chemical fumes is quite evident at all times and the worker in the room frequently emerges in a state of perspiration.

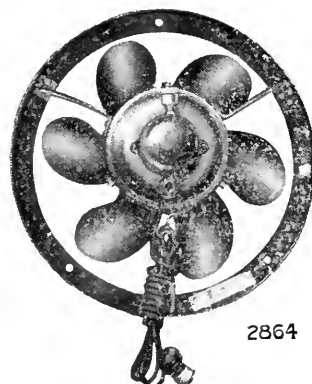
This is injurious to your health, to your efficiency, and to your stock of sensitized material. Recognizing this condition, Hirsch & Kaye have decided to carry a line of fans. The well known Emerson line was selected. Emerson motors are standard equipment on Pako and other appliances and most photographers are already familiar with the high quality of this motor.

Besides ventilation, there is need of a good fan for drying purposes. Emerson fans will last for years, and can be used for long periods of continuous running.

We offer two general styles. The Ventilating, and Oscillating or Non-Oscillating. Ventilating fans are intended to force air into or out of a room. Oscillation or Non-Oscillation fans are suitable for use in dryers, or where a gentle circulation of air is desired.

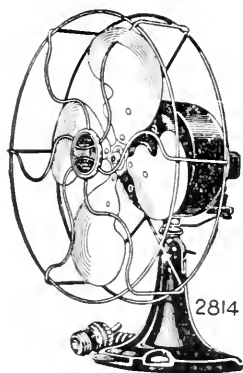
Ventilating Fans

- 110 Volt, 9 inch diameter, 4 blades in ring, Type
Emerson, Jr., Shipping weight, 9 inch, 16
lbs. \$14.70
110 Volt, 12 inch diameter, 4 blades in ring, Type
57666. Shipping weight, 12 inch, 35 lbs. 26.20



Oscillating Fans

(Slowly revolve from left to right)



- 110 Volt, 10 inch diameter, 4 blades, shipping
weight 15 lbs., Type Emerson \$16.30
110 Volt, 12 inch diameter, 4 blades, shipping
weight 36 lbs., Type 29646 31.50
110 Volt, 16 inch diameter, 4 blades, shipping
weight 48 lbs., Type 73648 36.70

Non-Oscillating Fans

(Stationary)

- 110 Volt, 9 inch diameter, 4 blades, shipping
weight 15 lbs., Type Emerson, Jr. \$10.50

Utility Motors

A stock of Emerson General Utility Motors will also be carried for the man who makes his own appliances, $\frac{1}{4}$ horse power size, and, like the fans, require no special wiring. Ask for quotations.

Order today from HIRSCH & KAYE and get the fullest benefit from these fans.

Make this a Smiling Summer with **Commercial DEFENDER**

Happy kids are products of summer play days. A kid really begins to live when he has his first dog. A photographer really begins life all over again when he takes a good look at a year's statement that spells "profit."

The year 1928 has swung along far enough to assure profits for the men of photography who will take them. But some of the business must be done in the summer.

A shady brook, a sporty course and a fast diamond all make their contributions to summer life and happiness, but there is always room for generous profits through aggressive selling by the photographer who knows he has something to sell.

The line between high grade commercial photography and portrait photography is almost an imaginary line.

Commercial Defender in its character, invites a quality of work on commercial and outdoor subjects equal to the finest studio production.

Commercial Defender has been per-

fectured in its uniform qualities with five major essentials in mind. These essentials apply whether the paper is in the hands of the professional photographer or the high grade amateur finisher.

The paper is first uniformly and continually dependable. The quality and characteristics which produce good prints today will produce the same quality of prints six months from now.

The relationship between grades is correct. There is sufficient latitude to permit a margin of discrepancy in printing exposure.

The squeegeeing qualities are pleasing. Prints come off the tins practically flat and perfectly flexible.

The emulsion is coated on a superior imported stock of sufficient weight to lie flat, free from all tendency to cockle, and pliable at all seasons.

Descriptive book mailed on request.

For sale by

Hirsch & Kaye

Your logical source of supply

THE ARTOGRAPH SCREEN

Takes the place of the Expert Negative Retoucher

Consists of three film sheets. One is the retouching screen, one a pink film, and the other a plain celluloid for diffusing.

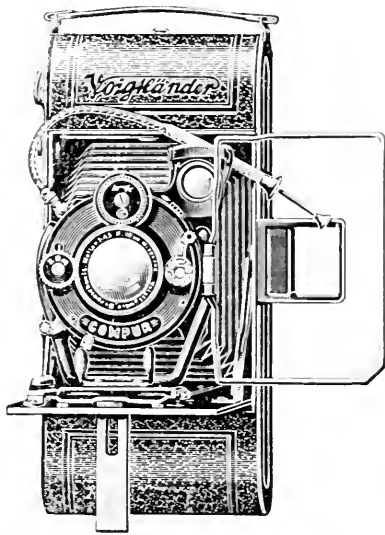
DIRECTIONS

After the negative is proof retouched, place pink film on negative, on which place Artograph Screen, film side up (film side is indicated by lettering on screen reading right) on which place your paper and expose to the light as usual, allowing a little more time than ordinarily and you will obtain a print with a beautiful stippled effect that no expert retoucher will equal.

PRICE LIST

Size of Artograph Screen	Size of Print produced	Price
3 1/4 x 4 1/4 in.	3 x 4 in.	\$ 2.00
4 x 5 in.	3 1/2 x 4 1/2 in.	3.00
5 x 7 in.	4 x 6 in.	3.50
8 x 10 in.	7 x 9 in.	5.00
10 x 12 in.	9 x 11 in.	10.00
11 x 14 in.	10 x 13 in.	15.00

In Stock at **HIRSCH & KAYE**



CAMERA LUXURY
at a Low Price
The New
VOIGTLANDER
Avus

Roll Film Camera
 $2\frac{1}{2} \times 4\frac{1}{4}$ with F:4.5
Voigtlander Skopar An-
astigmat Lens and Com-
pur Shutter.

The Avus has both Iconometer Direct-View and Brilliant Indirect View-Finders. The lens has ample speed for every requirement—speedy enough for dull day snaps. Cable release on shutter prevents jarring when camera is held in the hand. For the first time in the history of the industry, a camera of this quality—with a high-grade lens is offered at this low price.

Special at \$33.00

*Sole Leather Case, plush lined with
extension shoulder strap \$5.00*

FOR SALE BY HIRSCH & KAYE
Write for attractive proposition to
dealers

ILEX PARAGON
ANASTIGMAT
F:4.5

Enjoys a Perfect Record

Five years ago when this lens was first placed on the market it was referred to as the
Foremost Corrected F:4.5 Anastigmat.

The years have proved the accuracy of this statement. Of the thousands now in use none has failed to give complete satisfaction to its owner.

Brilliance of image, needlepoint definition on a flat field covering sharply to the very edges at full aperture are

PARAGON CHARACTERISTICS

It costs nothing to convince yourself of these facts. Your dealer will be glad to send you an Ilex Paragon on 15 day trial.

ILEX OPTICAL CO.
Rochester, New York

ALBO

gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

*—Clean, odorless, speedy,
complete recovery*

\$3.00 for 5 Lb. Can

Full directions enclosed

PREPARED BY

Wildberg Bros. Smelting
& Refining Co.
SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

DISTRIBUTED BY
HIRSCH & KAYE

New Low Prices on

Developing Tanks

Made of ONE-PIECE, acid proof chemical stoneware,—everlastingly incorrodible and leak-proof. Each tank is unqualifiedly guaranteed to be acid, alkali and corrosion proof with and without the glaze and to give full and complete satisfaction in every respect.

10 Gal. (8x8x38")	\$19.75	24 Gal. (14x9½x42")	30.00
14 Gal. (8x9½x42")	23.00	Pako (11¼x11½x42")	30.00
18 Gal. (10½x9½x42")	26.00	29 Gal. (17x9½x42")	35.00
20 Gal. (16x8x38")	27.50	48 Gal. (20¼x11¼x48½")	49.50

THE U. S. STONEWARE CO.

Works (since 1865): Akron, Ohio

New York Office: 52 Church St.

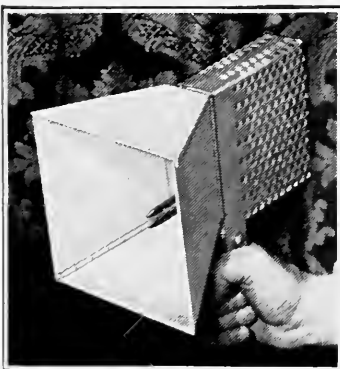


Carried in Stock by Hirsch & Kaye

U.S. STONEWARE

ACID PROOF

LITTLE SUNNY ARC LAMP

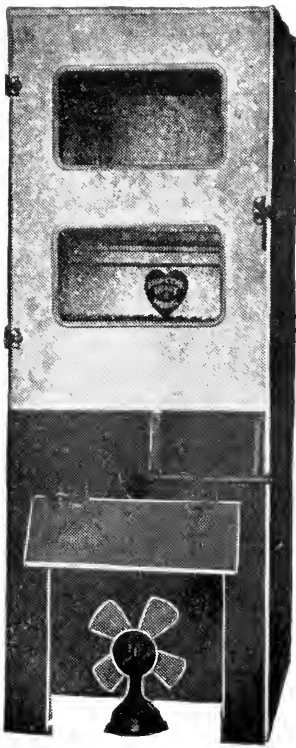


THE biggest light bargain that has ever been offered you. An 8-ampere, 110-volt, self-feeding arc lamp that can be used on alternating or direct current. Connects to any home or store outlet or hanging socket. Gives the light of two 1,000-watt nitrogen bulbs. Takes snapshots in one-fifth of a second INDOORS with an ordinary f8 lens, and proportionately faster with faster lenses. The aluminum reflector and handle fold back for compactness. The handle tilts lamp to any angle. Size folded, 6x5x2 inches.

He's yours for only \$15, complete with 15 feet of extension cord. Weight with cord 45 ounces. Folding stand raising lamp to 6 feet, \$2.50, weight 25 ounces. "Little Sunny" can be obtained from

HIRSCH & KAYE

Your Logical Source of Supply



U. S. Pat. Apr. 14th, 1925
 U. S. Pat. Oct. 18th, 1927
 Can. Pat. June 15th, 1926

The New K-C Rapid Glossy Dryer

Affords you the best possible service at the minimum of cost.

The cabinet is made of 24-gauge galvanized steel, well reinforced and should last a lifetime. It requires small floor space of 23x28 inches and is 5½ feet high. Being an all-steel unit, it conforms to the fire underwriters specifications. It is made to accommodate all standard sizes ferro tins. It is equipped for gas or electric heat.

NOTICE:- An ordinary electric fan 8 or 10 inch size must be used with the Gas Heated K-C RAPID DRYER, which is not included in the following prices.

No fan is used with the K-C RAPID ELECTRIC HEATED DRYER.

PRICE LIST

The New K-C Rapid Glossy Dryer with gas burner, accommodating fourteen 18x24 tins, \$115.00

The New K-C Rapid Glossy Dryer with gas burner, accommodating fourteen 14x20 tins, 115.00

The New K-C Rapid Glossy Dryer with gas burner, accommodating twenty-eight 10x14 tins, 120.00

NOTICE:- When an electric heater is supplied in place of gas, add to price of dryer \$36.00 for 110 volt heater; for 220 volt heater add \$65.00.

WHEN ORDERING DRYERS ALWAYS BE SURE TO STATE SIZE OF TINS TO BE USED IN DRYER.

It will be to your interest to investigate this dryer before buying.

HIRSCH & KAYE

239 GRANT AVE.

SAN FRANCISCO, CALIF.

BEATTIE'S HOLLYWOOD BRITE-LITE

is a brilliant, pebbly silver leaf surface, which, used either with or opposed to any light source, acts as a supplementary light, or, as a reflector. Softens or obliterates lines and hollows. Models or flattens at will of operator. Almost instantly adjustable to any position. Nicely finished in blue and black enamel and nickel. Folding and seven pounds in weight.

Price \$25.00

For Sale By

HIRSCH & KAYE

Though the path of the joy rider has been made easy to travel, the road to success remains very much the same as it was in 1890, and the following extract from an issue of the *Philadelphia Saturday Evening Post*, published just 38 years ago is worth your consideration.

"It seems to me that one of the great drawbacks to young men in their business careers is the fact, although they may be unusually bright and keen in the transaction of their work, they are often afraid of giving their employers a good, bountiful measure of labor in exchange for the salary paid them, even if it does necessitate working overtime, and holidays sometimes.

"I have always believed that a young man of good habits, common sense, and fair education would dig in and work, not eight or ten hours only, but twelve or fourteen hours at times if need be, learn all he can of his employer's business from start to finish, and have a reputation for being willing to do anything and everything to further his employer's interest, in the end his labor will be substantially rewarded.

"I think another thing would help many young men in their careers. After the office, store, or factory is left for the night, many will give no thought to

business or take any trouble to secure information to prove of value to their daily work. They should read the trade papers and any book bearing on the lines they happen to handle. An almost unlimited store of information can be secured in this way.

"If the young man works hard and has a term in the 'amateur' school, it will make his progress all the more rapid and certain."

While it may not be necessary to work 12 or 14 hours each day, the advice is still as practical as it was when it was given.

NEW BRIDE'S PHOTO

Sell the newly wedded husband on the idea of having a nice photograph made of his bride for his office desk. There is nothing that will appeal to him more than this. Write a letter or a series of letters to the newly weds as soon as they get started back to their work-a-day tasks again. This will make business for you. While you are at it, you can probably sell them other prints, too.

Hustlers always seem to be working for some fat fellow who sits in a swivel chair all day long, smoking cigars.

A MAN was one day visiting a lunatic asylum and while walking in the grounds he met a patient to whom he said:

"How did you get here?"

The man replied: "Well, sir, you see, I married a widow with a grown-up daughter, and then my father married my wife's daughter. That made my wife the mother-in-law of her father-in-law, and my father became my step-son. Then my stepmother, the daughter of my wife, had a son and that boy, of course, was my brother, because he was my father's son; but he was also my wife's stepson, and, therefore, her grandson, and that made me the grandfather of my stepbrother. Then my wife had a son, so my mother-in-law, the stepsister of my son, is also his grandmother, because his stepsister is his wife. I am my mother's brother-in-law, my wife is her own child's aunt, my son is my father's nephew, and I am my own grandfather. That's one reason I am here, sir."

—Roycroft.

SERVICE DESK BROADCASTING

Very few owners of circuit outfits or cameras of special type, use their equipment as often as they might.

Frequently, we receive a request for the rental of a circuit outfit, and seldom have one to offer, which gives us this thought.

If photographers who have circuit outfits will register with us at the "Service Desk" we will be able to tell them when another photographer in their vicinity needs a circuit negative.

-- --

The Jas. H. Smith & Sons Co., manufacturers of the famous Victor Flash Powder, have put out an interesting publication on "Portraiture by Flashlight." This is a complete reprint from two articles recently in *Camera Craft*. If you did not receive your copy, ask Hirsch & Kaye for one.

-- --

Because of occasional demands for a Blue Lamp suitable for use behind retouching desks, we now carry in stock the P. S.-20 Daylight Lamp. In the 50 Watt size, retailing for 60 cents. Larger lamps of 75 watt size are available on short notice. Larger lamps are also carried in stock for all purposes.

—o—

ADDRESS YOUR LETTERS TO THE FIRM

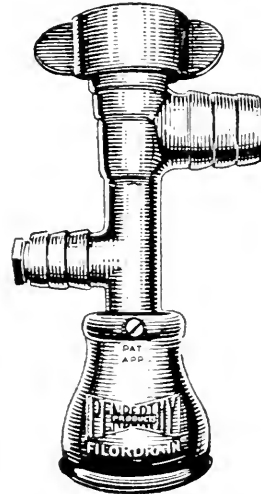
Please address all letters to the firm if you want immediate and prompt attention. If you desire any particular person to answer the letter, kindly write on the inside "Refer to _____" It is impossible for all of us to be in the store every day. Someone is away every day in the week. Therefore, letters addressed to individuals are often held over for one or more days when they could have been taken care of promptly if written to the firm.

Likewise, if you telephone your orders, local or long distance, you will save your time and tolls if you will ask for the Order Department, rather than for an individual who may be in some remote part of our six-story building.

Filordrain

A device for filling or emptying washers and tanks

It can be attached to both hot and cold water faucets at the same time yet permits running either the hot or cold water separately when necessary.



To empty tanks or washers you simply screw the Filordrain onto the cold water faucet and run a short length of $\frac{3}{4}$ -in. garden hose into the tank or washer. Turn the cold water on at the faucet, and the action of this water flowing thru the drainer pulls the water or hypo out of the tank or washer.

Price \$2.00 Each

—o—

CHEERFULNESS

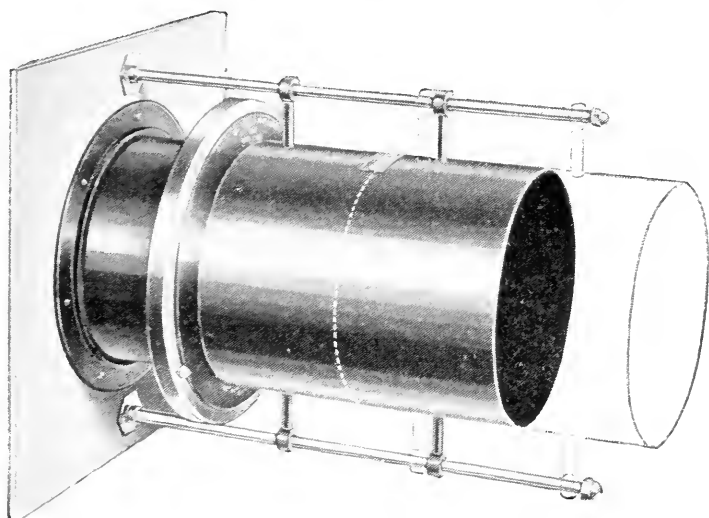
By Paul Wesley Ivey, Ph. D.

Cheerfulness is a most necessary element in the personality of the successful salesperson, although just what this term connotes few salespeople understand. Cheerfulness is the state of being gladdened or animated which shows itself in the face, the voice, and the actions; it suggests a strong and spontaneous but quiet flow of good spirits. It is prompted by dominantly agreeable emotions and is conditioned upon mental and moral health and freedom from irksome cares.

Cheerfulness is a matter of the inner being, of the heart. The external indication of what is going on inside is the smile or frown.

Cheerfulness is emphasized in all selling because it has a great money value. Customers are attracted towards the cheerful, pleasant salesperson.—*The Humming Bird*.

Halldorson Lens Shade



Patent Applied for

THE HALLDORSON LENS SHADE is made to protect the lens from extraneous lights and reflections.

It is well known that a light or light reflection, entering the lens from outside the field of view, produces a light-fog that destroys the brilliancy of an otherwise fine plate. A properly made lens shade should, not only protect the lens from above and the sides, but from floor reflections as well.

The Halldorson shade does away with light-fog entirely by thus protecting the lens from all sides. It consists of a tube larger than the lens it is used upon, mounted so that it slides freely upon two rod supports erected upon the lens board. Thus it may be moved away or toward the camera within the limits of the rods, depending upon how much it is desired to shield the lens. It cannot sag and thereby cut out part of the view, for it is made with machine-like precision.

The supporting rods should preferably be mounted above and below the lens, but if the style of lens interferes with this manner of mounting, they may be erected on the side or even in diagonal position.

The finish of barrel is in dull black inside and out, and the rods in polished nickel, making this attachment attractive in appearance, and in harmony with the average type of lens.

3A for lenses up to $2\frac{3}{4}$ inches, 5-inch lens board	\$5.50
4A for lenses from 3 to $3\frac{3}{4}$ inches, 6-inch lens board	7.50
5A for lenses from 4 to $4\frac{3}{4}$ inches, 7-inch lens board	8.50
6A for lenses from 5 to 6 inches, 9-inch lens board	10.00

The lens size referred to above is the diameter of the barrel, or the front flange if it has one. Other sizes special in proportionate prices.

FOR SALE BY **HIRSCH & KAYE** *Your Logical Source of Supply*

Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever." These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from HIRSCH & KAYE



THE FOCUS for JUNE, 1928

SINCE 1891
THE EMULSIONS ON
Hammer Plates

ELIMINATE HOT WEATHER TROUBLES

Dependable under all trying Summer conditions. Their Snappy, Firm Films develop and dry quickly, without frilling.

COATED ON CLEAR, TRANSPARENT GLASS



Hammer's Booklet, 10th edition, mailed on request

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Ohio Ave. and Miami St., - - - St. Louis, Mo.
159 West 22nd Street, - - - New York City

TIME—LABOR—AND MONEY SAVING;

Easy to use; very economical and safe; prints of perfect gloss which dry quicker and flatter; an absolute prevention of sticky prints; always ready to do the work quick, safe, and right:

That Is

U N E E D O L

The new liquid squeegee lubricant

The best and cheapest thing you ever used. Guaranteed to give full satisfaction or money refunded.

Pint Can	\$.85
Quart Can	1.50

Made by:

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: : :

YALE, OKLA.

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Leading Supply Houses

VELOUR BLACK

For Prints by Projection

The projected print on Velour Black creates a quality atmosphere alike appealing to photographer and client.

Partly because the photographer can make the happiest choice of tint, tone and texture from the wide variety of surfaces for his selection.

And because the Velour Black emulsion has possibilities beyond the range of ordinary photographic papers.

Seventeen surfaces including *Silk*, *Veltex*, and the new *Rough Lusture* in *Buff* or *White* imported paper stock.



Manufactured Exclusively by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

Eliminate Sepia Toning

Make warm brown prints by direct development on the new Vitava Athena, *Old Ivory* paper. The tone has all the warmth one could wish with sparkling brilliancy. Development is simple with the new developing agent, Athenon. *Old Ivory* has a mellow, ivory tint and is supplied in two surfaces, V-Smooth and W-Medium Rough, double weight, semi-matte surfaced stocks, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

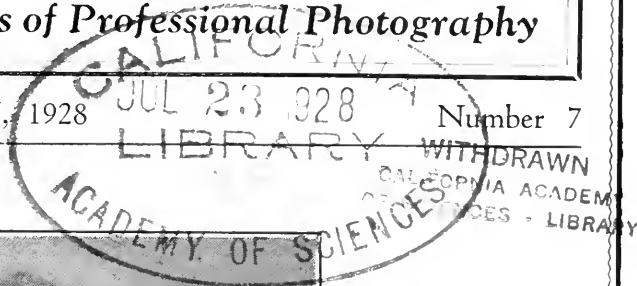
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

JULY, 1928

Number 7



This portrait of Mrs. Rosher, wife of Chas. Rosher, Mary Pickford's chief cameraman, is an example of a plain one source lighting by Beattie's Maxima Flood-Lite. The lamp was used fairly close with cabinet tilted upward to subdue the light on hands and drapery.

SEE SPECIAL ANNOUNCEMENT ON PAGE 21.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco



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Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

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*is always specified by the photographer
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THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

JULY, 1928

Number 7

: IN THE PROFESSION :

H. T. WEBB



"His father called him."

Because so many photographers in the San Francisco Bay District know him, we want to tell the others a few things about H. Tracy Webb.

He was born in England about the time his parents were reading of the exploits of Chinese Gordon. His father, a member of the London Stock Exchange, died the year after Herbert was born, but left an indirect influence that later decided the boy's future.

Educated in a private school at Ramsgate, an English seaport town, he showed a love for the sea that is characteristic of so many Englishmen. After school, however, the occupation of his father called him and his first business experience was in the London Stock Exchange.

A business career did not appeal to him and he acquired a desire for journalism. But meanwhile, his older brothers had taken up their father's one hobby—photography—and it was this influence of his father that decided his future.

After his arrival in America, some years ago he settled in Berkeley, California and started a home portrait business in a humble way. The growth of his business was inevitable; he now has central California for his field, using the Tracy Webb Studio in Oakland as his headquarters.

Training? Yes, plenty of it under John H. Gear, a world-renowned pictorialist.

Mr. Webb, incidentally won first prize given in a contest by the Polytechnic Institute, London, where he also studied.

He is married and has two grown-up children, neither of whom offer their parents a "flaming youth" problem. He is a member of the local and national Association and is a subscriber to the National Advertising fund.

Here is an interesting index to his character. When he started his business in the East bay district he realized he had also a brother in the profession. Herbert would be listed in the phone book before Sydney and so as to play fair with his brother he purposely took on his wife's maiden name so that customers looking for his brother's number would not be confused. That's a typical act of English fair play and sportsmanship.

—o—

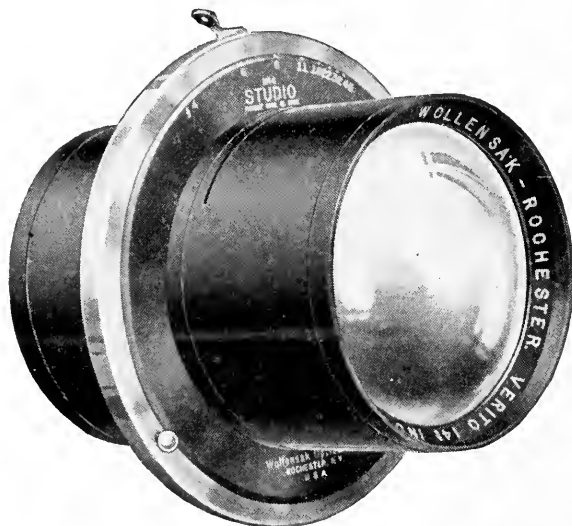
To judge human nature rightly, a man may sometimes have a very small experience, provided he has a very large heart.—Bulwer-Lytton.

—o—

To achieve what the world calls success a man must attend strictly to business and keep a little in advance of the times. The man who reaches the top is the one who is not content with doing just what is required of him. He does more. Every man should make up his mind that if he expects to succeed, he must give an honest return for the other man's dollar.

Grasp an idea and work it out to a successful conclusion. That's about all there is in life for any of us.

—Edward Harriman.



VERITO--the Business Builder and Time Saver

There is a genuine feeling of pride in passing portraits to a customer—portraits that have a beautiful softness and standing-out quality such as only the Verito gives. They reflect back to your future business because portraits made with the Verito mean repeat business—they are a credit to the studio.

The quality of softness in the Verito is controllable. Any degree of diffusion can be had by varying the opening of the diaphragm. It produces an atmospheric quality that blends the highlights and shadows and suppresses the harsh wiry detail making retouching practically unnecessary.

VERITO EXTENSION LENS

An extra front lens for the 18 in. focus Verito. It displaces the regular front lens, increasing the focus to 22¼ in.—maintaining Verito quality. A splendid focal length for making large heads.

Catalog Upon Request

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.



TAKE from a man every gift but sincerity; let him be blind and deaf and lame, let him stammer in his speech, lack education and good manners; handicap him as you please so you leave him sincerity and he will command respect and attention. His work will endure. The world which is always looking for the real thing will gladly overlook all his infirmities.

In every relation of life, sincerity is the secret of power. The salesman who does not himself sincerely believe in the merits of his goods will generally be a failure. The business man who sets about to fool other people must end—as he has in fact begun—by making a fool of himself. The clergyman who preaches anything that his soul does not approve need look no further to explain empty pews.

There is no virtue that more men believe in and fewer men practice. Many of us, it may be fair to say, are busily engaged in the utterly futile attempt to run a bluff on the rest of the world. From pillow-shams and false fronts to imitation marble buildings and watered stocks, things are largely what they seem.

The chief anxiety of too many people is to keep up appearances. If they are poor, they must at any rate appear to be rich. If they are ignorant, they at least affect culture. Be a real man—not a shoddy sport or a sham aristocrat. Be sincere with yourself, your friends, your work.

With sincerity, a few talents and a little strength may go far. Without it, genius itself must fail!—*Henry M. Hyde.*

FEAR

Fear is one of the things the human race has to combat. From the time when as a youngster we first had to go home in the dark, to the day when the doctor gives up hope, we are more or less possessed and controlled by fears. It is not strange then that fear should possess the sitter as he or she faces the camera and tries hard to be natural. It isn't fear of the camera. It isn't fear of the photographer. It's just a fearful feeling of being uncomfortable—of being unable to look natural and like one's self.

Do not keep the sitter in suspense! Have your screens, backgrounds and lamps ready when the sitter enters! Have your camera out of sight behind a screen with not even the lens visible to the sitter! Do everything in your power to make your sitter comfortable and with an easy peace of mind and you will go a long way toward making pictures with living personality.—*Defender Bulletin.*

HE WANTED A BROWNIE!

In the early hours of the morning of June 21, someone passing our window felt the urge to "Kodak as you go." We

were not open for business and so our early visitor broke the front window with intent to provide himself with one of the Brownie cameras on display.

The burglar alarm was turned in at 4:07 A. M. and though several policemen rushed forward to give him "preferred attention," our customer suddenly left without his camera.

Our place is normally open for business from 8:30 A. M. to 5:30 P. M. He used poor judgment with respect to time, but we compliment him on his desire to possess a camera and feel flattered to think he should have selected Hirsch & Kaye as his "logical source of supply."

SUMMER SCHOOL AT WINONA LAKE

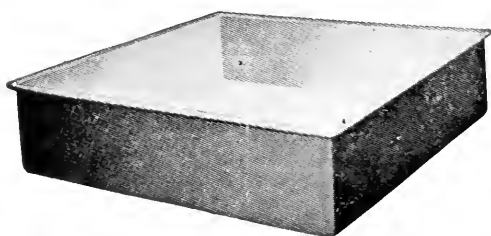
The annual summer school of Photography conducted by the Photographers Association of America will be held at Winona Lake, Indiana. The Portrait course, limited to one hundred is scheduled from August 6 to August 31. The Commercial course, which is limited to forty will be held from July 23 to August 4.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned and Handled. Best Economizes solutions.

AMATEUR FINISHING OUTFITS. Roll Film and Circuit work. Enormous daily output.

Enamel Water-jacket 1 developing tank. 1 fixing tank. Middle space for washing and rinsing. Circulating water—for temperature regulation.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

IRIS LENS ADAPTER



The Iris Lens Adapter permits the use of various sizes of lenses on the same front board. The change from one lens to another is made instantly; moreover, the lenses are accurately centered, and securely held.

The adapter consists of a strong, durable frame, with rigid, metal diaphragm leaves. The ease and speed with which lenses may be changed, as well as the convenience of one front board for lenses of all sizes, makes the Iris Lens Adapter a necessity for the busy photographer.

PRICES

	<i>Adjustable for lenses</i>		
No. 1 Adapter	$\frac{3}{4}$ in. to $2\frac{1}{8}$ in.		\$5.50
No. 2 "	$\frac{5}{8}$ in. to 3 in.		6.00
No. 3 "	$1\frac{1}{8}$ in. to $3\frac{3}{4}$ in.		6.75
No. 4 "	$1\frac{3}{8}$ in. to $4\frac{1}{2}$ in.		8.00

Ikey and Izzy were separating when Ikey said:

"Au revoir."

"Vat's dat?" asked Izzy.

"Dat's good-by in French."

"Vell," said Izzy, "carbolic acid."

Vat's dat?" asked Ikey.

"Dat's good-by in any lengvidgt."

—Typo Graphic.

Nothing gives an honest man such a wholesome feeling as the writing of checks to pay his bills.

Group Pictures for Publication

An article submitted by a well-known photographer of the San Francisco Bay region (we omit his name.) Your opin-

ion is requested. Tell us what your experience has been, or how you feel about it. This page is yours.

There is one class of photographic work on which the photographer rarely makes a legitimate profit and quite often a financial loss. This is the taking of group pictures for the purpose of publication in some magazine or school annual. In the very nature of things the prospect of a reasonable number of orders is a very slim one for the simple reason that the component members of the group have already subscribed to a copy of the publication; this being a condition usual to their sitting in the group. "The Annual's the thing," then why buy the photographs? Those who engineer these publications frequently discourage the sale of the photographs because they think that it is in direct competition with the sale of their magazine. *Then why should any photographer make these pictures without an adequate financial arrangement beforehand?* One reason is that the average photographer is a poor business man and is willing to take a chance. He forgets his experience of last year, and "Hope springs eternal." Another reason is competition. He arranges a price for individual pictures (which usually produce a fair profit) and throws the groups in free to get the business because the other fellow does. Now the feature which makes this arrangement so extremely absurd from the business point of view, is the fact that the average component member of such a group will not be left out on any consideration whatsoever if he can help it. He feels honored to have his picture featured as a member of such a group, many of which have done exploits. Is there a photographer who has not had the experience of having to re-take a group because some one member has been left out on the first occasion? Most of you who read this will recall not one, but many such cases.

There are some classes of groups which have to be taken on a speculative basis or not at all—banquets for instance, and in these classes which are not taken primarily for publication purposes, the photographer often has trouble to keep them all in the picture. Some try to slink as far as possible; many are quite indifferent about being in the picture at all. Does this happen in a group to be photographed for, say, a college annual? You all know it does not. Then why in the name of Sam Hill do you take such groups without a proper arrangement for a fair recompense?

No blame can attach to the person or committee whose work it is to manage and edit these publications; most of them are hard pressed to get their publication out without a deficit; and if you offer to do this work for nothing, they assume that in the end you make a profit.

Here is the way out. Few people, if any, care to receive a definite service without paying a just due for that service. When negotiating for this work explain the very poor results which usually accrue from this class of work; the time wasted in waiting for tardy arrivals. Give facts and figures from your previous experience with them. Then offer to make the groups on the basis of shifting the payment from the group as a whole to a small individual payment to be collected from each member at the time the picture is taken, and called a service charge (which it really is). Offer the usual commission from orders to include the service charge. This will sell more pictures. Point out that this arrangement will not only insure the photographer against loss, but *will be a source of income for the publication*, instead of a dissatisfaction to everybody concerned. This service charge would
(Continued on page 9)

TIME—LABOR—AND MONEY SAVING;

Easy to use; very economical and safe; prints of perfect gloss which dry quicker and flatter; an absolute prevention of sticky prints; always ready to do the work quick, safe, and right:

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The best and cheapest thing you ever used. Guaranteed to give full satisfaction or money refunded.

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Commercial DEFENDER

*for Commercial Photography
for Photo Finishing*

COMMERCIAL DEFENDER is a printing medium of marked efficiency in Commercial Photography or Photo Finishing. No other paper compares in photographic quality—in the all-embracing scope of its four precisely measured grades of contrast.

The Commercial Defender of today is richer in latitude, more adaptable than ever before. In addition it offers a tone range reaching from warm olive to a true blue-black—with intermediate tones all entirely under control in development.

Made in Semi-matt or Lustrous Glossy, free from physical or chemical flaws in all respects.

*With Commercial Defender you are assured the
acme of print quality from every negative.*

FOUR GRADES

HARD, MEDIUM, MEDIUM SOFT, SOFT

Group Pictures

(Continued from page 7)

be so ridiculously small as not to be felt, and should be regulated by the size of the group. We would suggest for the average group of from ten to thirty the service charge be ten cents each. What is ten cents for the privilege of being in an organization group? For larger groups it could be even less and for small groups fifteen or twenty cents; or the small groups might be charged the price of one picture each. Buy a picture to be in the group. The photographer will not get rich on little groups at that price, but under present arrangements he is generally money out of pocket. Or make a flat rate of ten cents to cover all the groups, but let it be called a *service charge*, not a deposit.

This arrangement if fairly put to the management will inevitably carry its appeal. Everybody gains. No one loses. Something for nothing is bad ethics and bad business.

For the present unsatisfactory conditions photographers have only themselves to blame. If they would only stand together more—join their local association—and cooperate, instead of competing by cutting prices, there are no ills, but what could be righted.

You are invited to write to the editor of THE FOCUS and express an opinion on this matter.

LET US HELP YOU

Though some of our friends, especially out of town, are unable to take a vacation during the summer months, we know that others do take a vacation.

If you desire information about hotels or roads, we will gladly obtain this information for you. With our several salesmen covering the West Coast, and our facilities for obtaining authentic information, this service is at your disposal.

"Bulldog for sale; will eat anything; very fond of children."

R. B. TELESCOPIC GRAFLEX CAMERAS

These popular cameras, though discontinued are in such great demand that we have arranged for a supply. We can now furnish from stock:

3¼x4¼ R. B. Telescopic Graflex Camera with one plate or film holder
\$90.00

4x5 R. B. Telescopic Graflex Camera with one plate or film holder \$100.00

Press photographers, especially will appreciate these cameras.

Order today from HIRSCH & KAYE

Dear Jerry:

You are quite right. Some of us are dizzy. So darn busy that we are dizzy and so dizzy that I couldn't get to my fig trees soon enough. So the little package of "Black Missions" I am sending you are just a little soft. Still I hope some of them will arrive in edible condition. And say kid—they are mighty good for freckles. You've to apply them to the inside of the freckles at least so the Dr. says. Say I: "Doc, have I to dig a lot of holes in my face?" "No." says he, "there's a big enough hole in it already. Stop that full of figs an clamp it shut." Try it that way, Jerry, and let me know how it works.

Yours truly,
W. G. C.

PROVIDE A GLASS TRAY FOR THAT RADIO BATTERY

Glass trays are one of the most staple articles in our business. We have sold them for years to photographers, amateur and professional, but now we have found a new use for them.

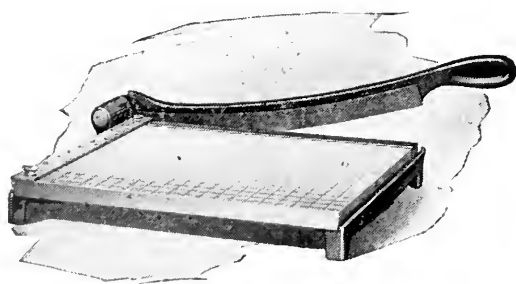
It is important that your wet Battery for the Radio be placed where it can do no harm to the floor. The best way to do this is to provide an 8x10 glass tray such as we supply for \$1.15, and then you need not worry about leakage of acid. Glass trays are supplied in clear, amber or green to harmonize with your room. If in doubt order an assortment of three and use the other two in your work-room.

Panchromatic light for Panchromatic film

TO SPEED up exposures with panchromatic film or plates, National Panchromatic Carbons have been developed. The light from these carbons is scientifically matched with the requirements of the emulsion, and makes possible unusually accurate color values with a minimum use of filters. Highly valuable in making separation negatives, in color photography, and in working in black and white from colorful subjects. The new National Panchromatic Carbons are interchangeable with National White Flame Carbons and are available in the proper sizes to fit all photographic arc lamps. Both types of carbon are obtainable in sizes $\frac{3}{8} \times 12$ and $\frac{1}{2} \times 12$ from

HIRSCH & KAYE

BRADLEY'S CARD and PAPER CUTTERS



These trimmers are now made with ruled table *and an adjustable attachment which holds the blade upraised ready for instant use—a valuable feature found on no other trimmers.

In all details of construction they are first quality guaranteed, and will be found absolutely satisfactory for the accurate trimming of mounts, prints, etc.

Diamond Trimmer, 6 in. blade,	Price	\$ 2.00
Dandy Trimmer, 8 in. blade,	Price	2.50
Studio Trimmer, 10 in. blade,	Price	3.00
Monarch Trimmer, 12 in. blade,	Price	5.50
Popular Trimmer, 15 in. blade,	Price	13.00
National Trimmer, 18 in. blade,	Price	20.00
Premium Trimmer, 12 in. blade,	Price	20.00
Manufacturers Trimmer, 24 in. blade,	Price	55.00
Springfield Trimmer, 24 in. blade,	Price	30.00
* Imperial Trimmer, 18 in. blade,	Price	25.00
(Self lifting blade)		
* Crown Trimmer, 15 in. blade,	Price	18.00
(Self lifting blade)		

Order today from

HIRSCH & KAYE

Your logical source of supply



Things you should know-- *Lenses*

An extract of a most interesting talk by Scott Sterling, of the Bausch & Lomb Optical Co., at the June meeting of the Northern California Photographic Association.

A perfect lens is unknown. All lenses are a compromise and frequently speed is sacrificed.

* * *

Designing a lens is a matter of mathematics, just like designing a bridge or other work of engineering.

* * *

Lenses are made for a variety of purposes, but photographic lenses are the most difficult to make, as so much is demanded of them.

* * *

Of all lenses made the lenses used in the range finders of battleships are the most perfect. Photographic lenses are second.

There are six errors in lenses to be overcome in photographic lenses.

1. Spherical aberration
2. Chromatic aberration
3. Coma
4. Distortion
5. Curvature of field
6. Astigmatism

The first anastigmat lens was made in Germany in 1890.

* * *

Photographers should use longer focus lenses. The average picture has false perspective, often displeasing perspective, because the lens was of too short a focal length.

* * *

Modern lenses are made with the greatest accuracy. They are accurate to $1/250,000$ of an inch. The separation of the cells and thickness of the lenses is held to $1/1000$ of a millimeter.

* * *

To determine the best focal length to use on a picture cut a square hole the

size of the negative to be made, in a piece of paper, hold it before you, look through the hole, at the picture and move the paper closer and farther away from you. When the picture looks most pleasing the distance between your eyes and the paper is the best focal length to use.

* * *

If you enlarge a picture made with a 12 inch lens to three diameters, you get the perspective of a 36 inch lens. Likewise if you reduce this picture to one half size, the result is the effect of a 6 inch lens. When making pictures for reproduction in smaller size, it is well to remember this.

* * *

Do not keep a cemented lens (one in which the several elements or cells are cemented together), in a dark room. Darkness is injurious to the Canadian balsam used for cementing.

* * *

When projecting a print to approximately the same size as negative, there is nothing gained by stopping down. Modern good lenses are designed to work at their best wide open. Of course if your easel is tilted to overcome converging lines, you must stop down to obtain the maximum depth of focus.

* * *

If possible use approximately a 12 inch focus lens for 5x7 negatives and a 20 inch lens for 8x10.

The pleasing effect so often noticeable in motion pictures productions is obtained by the use of long focus lenses and portrait photographers should profit by this.

(Continued on page 13)



Price \$19⁵⁰

Including Carrying Case

The Memoscope

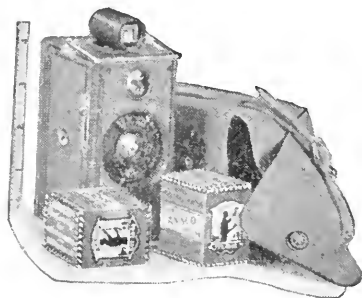
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
Binghamton, N. Y.

Lenses

(Continued from page 11)

It is far easier to grind a curve accurately than a straight plane surface.

* * *

At the outbreak of the World War, America and the Allies were at a disadvantage because Germany held the secret of making glass of the kinds required for high grade lenses. The U. S. Bureau of Standards, working for several years, and aided by an old Bavarian who had once worked in a German glass factory, finally developed several grades of glass, and re-discovered what the Germans had discovered many years previous.

* * *

America is no longer dependent on Germany for its glass.

* * *

Bubbles neither detract from or improve the qualities of a lens.

* * *

To those who are interested in lenses and their manufacture, we offer while they last, an interesting book, "Photographers lenses, and how they are made," published by Carl Zeiss, Germany. Ask for your copy.

—o—

ARE YOU CONVENTIONAL?

Every year thousands of business men travel hundreds of miles to attend conventions and learn more about their own business. Why do they do it? Well!

here it is in a nutshell. "If you have a dollar, and I have a dollar, and we exchange dollars, neither gains by the transaction, but if you have an idea and I have an idea and we exchange ideas, each of us has two ideas." This is the fundamental principle upon which all conventions operate. A single idea from some fellow, you least expect has one you can use, may pay handsome profits if put into practice.

When the convention comes next month, put yourself in a conventional mood and you will find that rubbing shoulders with the other fellow always helps to put you on your toes.

—o—

Good News is Worth Reading!

UNEEEDOL

is a new, liquid preparation for squeegee work. Put up by the same people who originated "Peep-O-Day" squeegee paste and "Yale Cloth," prepared squeegee cloth.

It beats anything you have ever tried and if you do not agree with us on this point, your money will be cheerfully refunded. And there are no strings or excuses to this offer; no telling you, that you used it wrong, that your wash water was too cold or warm or alkaline. Either UNEEEDOL satisfies you completely or you get your money back.

But—by all means—do try it. Until you do that you do not know what a great little thing you have missed.

Hirsch & Kaye can supply you.



Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever." These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from HIRSCH & KAYE

They Pay Dividends in Your Dark Room



*Free flowing
as the
waterfall*



*Crystal clear
solution with-
out filtering*

MALLINCKRODT ALUMS
are convenient and easier to
handle, and make solutions that
last longer. Impurities in chem-

icals affect their action and shorten the life of solutions made with them. Mallinckrodt Alums are manufactured to definite photographic standards both as to their physical form (free running) and as to their chemical purity.

Consider, therefore, the advantages they bring you.

1. Easier to weigh.
Quick to dissolve.
2. Make crystal clear solutions.
No filtering is necessary.
3. Unequalled purity.
Absolute uniformity—longer lived solutions.
4. Better final results.

CAN you afford not to use them? Order them from your stock house, but be sure you specify *Mallinckrodt* original containers.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Placerville	Box 2131, The Focus
Jackson	Box 1023, The Focus	San Bernardino	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco **	Box 2208, The Focus
Merced	Box 2124, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 2143, The Focus	Stockton	Box 2197, The Focus
Oakland	Box 4142, The Focus	Stockton ***	Box 1962, The Focus
Palo Alto	Box 2153, The Focus	Turlock	Box 2109, The Focus
Palo Alto	Box 2104, The Focus	Ventura	Box 2144, The Focus
Palo Alto *	Box 2204, The Focus		

Oregon

Ashland	Box 2089, The Focus	Freewater	Box 2097, The Focus
Ashland	Box 1965, The Focus	Klamath Falls	Box 2147, The Focus
Baker	Box 2087, The Focus	Salem	Box 2114, The Focus
Bend	Box 2209, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods ** Workrooms down town *** Finishing only

INFORMATION WANTED

Service desk desires address of—

Ira Bachman, C. R. Mandeville, A. C. Anderson, Gail Wellington,
H. M. Collett, Daniel Sheehan, R. J. MacDonald, J. L. Bennett.

Our Salesmen Tell Us ---



W.M. WOLFF

Geo. Watson, Staff Photographer for *Los Angeles Times*, spent a week in San Francisco in the middle of June, and for once we had some weather *nothing unusual*.

-- --

Miss Redding, office chief for the Keystone Photo Inc., Los Angeles, was in San Francisco for two weeks in June. Her first trip to our city and she likes it fine.

-- --

Howard Decoursy, Asst. Manager of International Newsreel Corp., Los Angeles, arrived in San Francisco Sunday, June 17. The writer saw him Tuesday, the 19th, and Howard admitted our weather finer than they had been having. Some admission for an Angeleno.

-- --

Frank Aston, San Luis Obispo, is the official Photographer for the Citizens' Military Camp this year.

-- --

Mr. H. L. Bush just returned from his vacation at his ranch in Lake County. Reports pears doing nicely. Both of them.

-- --

Frank Howe is doing some very fine press work for the *Los Angeles Times*.

-- --

Harold Parker, Pasadena's leading art dealer just moved into his new \$50,000 home on the Arroya Boulevard. It faces the new Municipal Golf Course. The writer had the pleasure of going through the entire place. It's sure a wonderful location.

-- --

Saw A. B. Post in Pasadena last trip—looks fine—was partner of Slayton the camera repairer. Hadn't seen Post in years.

-- --

Now that the Bank of Italy business has been settled, send your orders in to us for Quality and Service.



R. E. DERBY

Peter E. Afanasieff, the Russian Photographer of San Francisco, is moving from 2310 Washington St., to a new ground floor location on Sutter St. between Fillmore and Steiner. We are sure the new location will

prove a great success.

-- --

At the Louisville (Ky.) convention of the P. A. A., the Gevaert Company had an attraction booth in which the pictures displayed were changed daily. Mr. A. A. Boccari, 228 Grant Avenue, San Francisco submitted several charming prints that attracted a great deal of attention for their originality.

-- --

Maynard Dixon, well-known California artist, has a new model.

A nine-and-a-half-pound baby boy was born to Mrs. Dixon at the St. Francis Hospital in San Francisco. Mrs. Dixon was Dorothea Lang, a photographer before her marriage. This is the Dixons' second son.

-- --

Myron Wurts has moved his Photostat Laboratory from 215 Market. In his new quarters at 417 Market St. he has the advantage of more than 2,100 feet of floor space all of which is required for his rapidly increasing business. You will find Mr. Wurts' advertisements in many local publications devoted to various lines of activity, which no doubt is responsible for the expansion.

-- --

The many friends of Jack Todd, the silent but nevertheless useful and efficient partner of Holly Todd, will be glad to know that he has recovered from a very serious illness. Mr. Todd is always glad to greet photographers, especially visitors from Brooklyn, N. Y., in the Holly Todd studio, 149 Powell St., San Francisco.

Our Salesmen Tell Us ---



H. L. BUSH

J. C. Shinkle has sold his Colusa Studio back to H. E. Halverson, the former owner. Mr. Shinkle is now touring the south-eastern states, but will return before many moons to California's salubrious climate.

--- --

Mills & Johansen formerly connected with the Hartsook Studio of Sacramento have opened a modern, finely equipped, studio under their own names in that city. We presage a successful future for them.

--- --

Leslie White of Ventura was in to see us the other day and together we browsed around the city for a few hours. The old book stalls, the water front and the environs of Chinatown intrigue him. He commented, "I like this town."

--- --

Rummell of Lodi was also in town during the past week. Over the soup spoons at Girard's he told of the great time Mrs. Rummell is having in Hawaii visiting her daughter. "Her letters read like travel circulars," he laughed. Their son, in Sacramento, is studying aviation and will shortly receive his pilot's license. "Dad" is paying the bill.

--- --

Claude B. Stone, well known photographer of Palo Alto, passed away on April 28th following a severe attack of influenza and pneumonia. He will be remembered as a kindly man, individual in his tastes and capable in his efforts. Mrs. Stone will return to their former home in Oregon. The children will accompany her.

--- --

Henry Sackrider of Marysville has just returned from a visit to the hometown folks in Illinois. He says it's great stuff to be back. Business is good with him—as usual, and he has incidently added two new faces to his studio staff.

The Du Pertuis Studio of Merced has moved to a down-stairs location. We are happy to have supplied a new Beattie Studio Light and numerous items of apparatus and equipment to them.

--- --



H. F. PETERSON

Clyde Sunderland, Oakland's popular commercial photographer suffered a painful and serious injury recently while attending an amateur vaudeville performance as a

spectator. Those familiar with the circumstances and those who know him hope and pray for his complete recovery.

--- --

George Derbfuss, (Oakland the city of opportunity) has perfected a new process. He squeegees a glossy print on a piece of emery cloth and tones it in a secret solution. The finished products he appropriately calls *crushed mouse*.

--- --

A lady whose snapshots had not "come out good," was asking the photo dealer the reasons for the failures. The gentleman examined her camera shutter and said, "You got it on time, madam." To this she replied somewhat embarrassed, "I know it, but it's all paid for now."

--- --

Sign in laboratory of W. W. Kelley: "Cleanliness is next to godliness, except in a motion picture laboratory, where it is next to impossible."

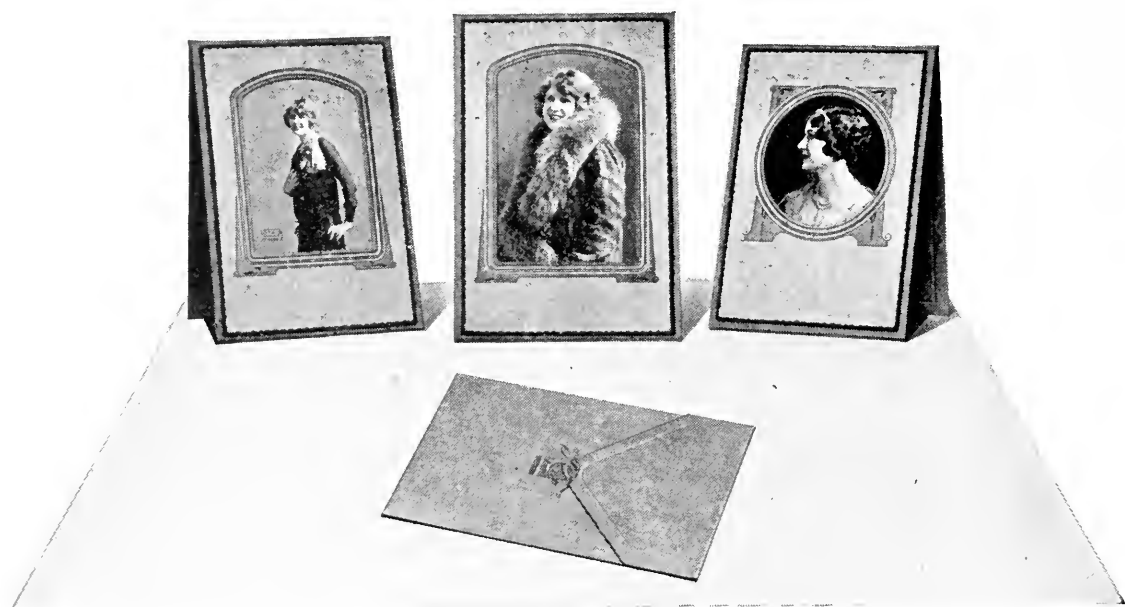
--- --

A. Horwich has opened a new studio and picture-frame shop at 5417 Geary St. San Francisco. Mr. Horwich is well-known in San Francisco especially in the district in which he has opened his studio.

--- --

Business is Better, don't you think so, also?

Here is a New, Small Inslip Easel



The Vandalia

The stock is Carrara grade in new shades of Duo Grey and Brown—extra heavy weight. Inserts are deckled. The design is two-toned and raised embossed.

Choice of the arched or the new popular circle opening. This circle opening design deserves more than just a passing glance. It adds a new look to small portraits.

For Prints 3x4 Circle or Arched top — 3x4½ Arched Top only
\$6.50 per 100 \$7.25

Samples of the three sizes for
five two cent stamps.

SAMPLE OFFER SS-98

This is especially good right now for mid-season business

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

I heard Mr. Wolff say he would be away in August to a convention.

-- --

I don't know where it will be, but a lot of photographers don't know either.

-- --

That's why conventions are what they are.

-- --

Telling a photographer how to improve his business is like telling Elinor Glyn about love.

-- --

I think if they changed the program more people would come. So I've got a program of my own.

-- --

FIRST DAY (*morning*)

Arrival of delegates. Register them at the best hotels. This should be paid for by the manufacturers.

-- --

Give each visitor a free meal ticket.

-- --

Panoram picture of the group to be made on spec. (Nobody don't need to buy one.)

-- --

FIRST DAY (*afternoon*)

Free boat ride to the mountains, snow shoe race on the river, or what have you.

-- --

Get acquainted hour. Nobody allowed to talk to a competitor.

-- --

For the exhibition section, there should be a display by the little drug stores. Talcum powder, hot water bags, hair restorer, goat glands, castor oil and if there's room some photo supplies.

-- --

Special bargains in the department stores for visiting ladies.

This gives the men a chance to get away a while for Bible study.

-- --

SECOND MORNING

Lecture—how to collect an overdue bill, by a regular collector, who promises not to mention anyone in the audience, followed by—

Lecture—how to safely invest your money by a Bank of Italy expert.

-- --

Recess—sandwiches, cigars, etc.

-- --

AFTERNOON

Business session. Motion picture (200 feet enough) showing stock houses cheerfully handing over their money to pay for the convention.

-- --

Treasurer to report all bills paid and a refund to all members.

-- --

Elimination of volunteers for office. The lucky man for each job to draw a short straw. As consolation of the unlucky ones, they get committee jobs for one year.

-- --

EVENING

Band concerts and music. Photographers know all about notes.

"Rock of Ages" by Uneeda Biscuit quartette.

"Hot time in the Old Town" by Hartford Fire Ins. Band.

"There's always Room for one More." Poorhouse Glee Club.

(This number dedicated to photographers.)

-- --

THIRD DAY MORNING

Black Bottom exhibition by Ida M. Reed and Sig Blumann of Camera Graft.

(Continued on page 20)

JERRY'S CONVENTION

(Continued from page 19)

Lecture—Why photographers are not allowed to make money, by a U. S. Secret Service Agent.

-- --
AFTERNOON

An expose of the enormous profits made by stock houses. The speaker to tell of a rumor he heard that one of Hirsch & Kaye's men bought a second hand automobile for cash and lots of other extravagances.

-- --

Demonstration for the ladies—How to sew lace pockets on Pako Aprons.

-- --

EVENING

Big Banquet—the best of everything without cost. No speeches.

-- --

A whole lot of good birds can roost on one limb if they get together.

-- --

So I hope a lot of you will be at the convention.

JERRY.

P. S.

I asked several what they thought about my idea of an adjustable wedding ring for trial marriage folks.

-- --

The men folks are keen on it, but the ladies are not so sure. I'm beginning to believe that the girls won't let go once they have it.

-- --

Am I right? Please tell me what you think about it. (You don't need to be trial married to answer this.)

The Art of Coloring Photographs

By AVENIR LE HEART

A Colorist of International Reputation
The only complete book of instructions available on coloring photographs, color harmony, and color composition. It enables the novice as well as the experienced colorist to master all the details of the work. All dealers.

Price 75c Postpaid
HIRSCH & KAYE

ILEX PARAGON ANASTIGMAT

F:4.5

Enjoys a Perfect Record

Five years ago when this lens was first placed on the market it was referred to as the
Foremost Corrected F:4.5 Anastigmat.

The years have proved the accuracy of this statement. Of the thousands now in use none has failed to give complete satisfaction to its owner.

Brilliance of image, needlepoint definition on a flat field covering sharply to the very edges at full aperture are

PARAGON CHARACTERISTICS

It costs nothing to convince yourself of these facts. Your dealer will be glad to send you an Ilex Paragon on 15 day trial.

ILEX OPTICAL CO.

Rochester, New York

ALBO

gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

PREPARED BY

Wildberg Bros. Smelting
& Refining Co.

SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

DISTRIBUTED BY

HIRSCH & KAYE

Be Sure to See This

It is a real pleasure to announce that Mr. J. W. Beattie, famous manufacturer of Beattie Lamps, will be in San Francisco in August to make public demonstrations in lighting.

Mr. Beattie's program originally called for two evenings but because of a desire to accommodate out-of-town visitors, we extend his program to cover four sessions.

On Saturday, August 18, there will be an afternoon session at Hirsch & Kaye's. There will also be an evening session there the same day.

On Monday evening, August 20, Mr. Beattie will demonstrate at the regular monthly meeting of the Northern California Photographic Association, most likely at the usual meeting place, the Cliff Hotel. Members and non-members of the Association are invited to the demonstration which will take place at about 8:00 o'clock. Dinner will be served at 6:30.

On Wednesday evening, August 22, Mr. Beattie will demonstrate at the California Camera Club, 45 Polk St., near the City Hall. The members of the Camera Club invite anyone, who is interested, to attend.

So that ample accommodations may be arranged for, we would like to know how many will attend the several demonstrations, and so that you may be notified of any change of program, we ask you to notify us in the event you plan to attend.

Read this program and make up your mind that you will come.

PROGRAM

First Session—

Light quality in regard to negative quality. The advantages and disadvantages of various light sources. "Perfect gradation" in lighting and how to get it in the negative. Well rounded half shadows, and three-fourths shadow lighting with one light source.

Concentration of light in portraiture, subduing the light on "the ear," bald heads and white hats, hands, draperies, etc. Lighting controlled directly from the lamp almost instantly without recourse to the use of screens on the floor. Well balanced lighting on groups, with two source lightings for large groups.

Low keyed lightings with quick exposures—and lightings in a high key. One twenty-fifth of a second exposures with perfectly balanced lighting.

Second Session—

Two and three source lightings. The correct use of one or two arc spot lights in conjunction with an arc flood. Line lightings from several angles. Correct modeling with a spotlight as the main source. Background composition from shadows and objects. Decorative portraiture for increasing sales etc. Semi-silhouettes and absolute silhouettes.

The latest Beattie lights will be used, such as can be supplied by

HIRSCH & KAYE

(your logical source of supply)

Friendship Day

—August 5

August 5 has been designated as a day on which to remember our friends. A fine idea, but this would be a cold world if friends were remembered but once a year.

We of the Hirsch & Kaye organization rejoice in the many friends we have. This business is dedicated to the service of and helping these many friends every day of the year.

Friendship is the highest degree of perfection in society.—Montaigne.

Blessed are they who have the gift of making friends, for it is one of God's best gifts. It involves many things, but above all, the power of going out of one's self, and appreciating whatever is noble and loving in another.—Thomas Hughes.

SINCE 1891
THE EMULSIONS ON
Hammer Plates

ELIMINATE HOT WEATHER TROUBLES

Dependable under all trying Summer conditions. Their Snappy, Firm Films develop and dry quickly, without frilling.

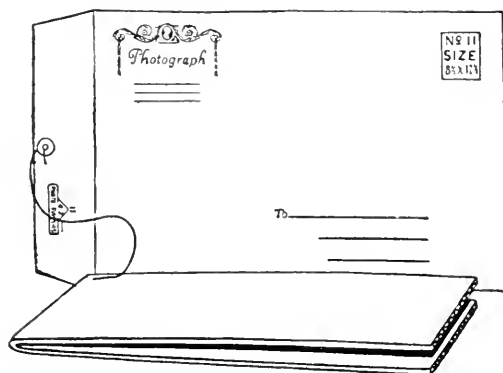
COATED ON CLEAR, TRANSPARENT GLASS



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - - St. Louis, Mo.
159 West 22nd Street, - - - New York City



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

		SIZE
No. 2	-----	5½ x 7⅝
No. 3	-----	6¾ x 8¼
No. 4	-----	7½ x 9½
*No. 5	-----	8¾ x 10½
*No. 6	-----	10¼ x 12¾
*No. 7	-----	12¼ x 14½
*No. 8	-----	10½ x 15
No. 9	-----	6¼ x 9¼
*No. 10	-----	7½ x 11⅝
*No. 11	-----	8½ x 11½
*No. 12	-----	13 x 17½
No. 14	-----	16 x 20¼

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! **PRICES** none can meet! **Prompt Shipments!**

DEATH OF "POP" WILTON

T. H. Wilton died on June 13, at his home in Oakland, after an illness of several months.

Old time photographers who can recall the days before the fire, will remember Mr. Wilton as an active photographer of that period. After the fire, he opened one of the first studios to resume business in his home on Clay Street, somewhere near Pierce.

He retired from professional activities, but could not keep away from them. More as a hobby, rather than as a commercial venture, he conducted a photo-supply business in a limited way.

Affectionately known as "Pop" Wilton, he will be missed by his many friends.

The latest subsidiary of the Eastman Kodak Company is the just recently incorporated, million-dollar-capital Eastman Teaching Films, Inc., the purpose of which is to develop a program of motion pictures to be used for instruction in schools, colleges, universities, technical institutions, etc. Dr. Thomas E. Finegan, for many years connected with the New York State Education Department and former head of the state school system of Pennsylvania, is president and general manager; Dr. C. E. K. Mees, Director of the Eastman Research Laboratories, vice-president; these two with L. B. Jones, M. B. Folsom and E. P. Curtis comprise the board of directors. Forty films are already completed and others are on the way.

SAYS ANDY GUMP

"Instead of waiting for opportunity to knock at my door, I unscrewed the door and went hunting for opportunity. Climbing up the ladder of success is harder than rolling down the hill of

misfortune, but any time you want to wipe out hard luck use hard work for an eraser and you will soon find the world at your feet. I'm giving you the recipe, but you'll have to mix it yourself."—Recorder.

San Francisco's Ideal Position as Pacific Distributing Center

The commercial importance of San Francisco's geographical position, which makes it not merely a huge local market and the natural distributing center for the eleven States in the Coast division but also the gateway to a market of 900,000,000 people bordering on the Pacific, is shown in a leaflet the Chamber of Commerce has prepared for distribution to American business men generally.

San Francisco's unequaled harbor makes it the logical focus for water-borne traffic. American goods go through the Golden Gate in ever increasing volume as the markets across the Pacific are developed. And what strikes one as remarkable is that this port, the sec-

ond in rank in the United States, sends more traffic to the United Kingdom than to any other single customer!

As a domestic distributing center San Francisco is fortunate in holding an almost even balance for South, North and East. The traffic of what is known as the Pacific Coast division falls into three almost equal parts, with San Francisco at the dividing point.

It is these factors of natural advantage that have helped bring large industries to locate in San Francisco. By spreading the word the Chamber hopes to encourage other interests to find Western headquarters here.—Chronicle.

The Master Photo Finishers Association is anxious to learn of cases of litigation between finishers and customers, with a view to compiling a record for the guiding of its members. Here are two illustrative cases.

Case No. 1. Resident of New York claims loss of seven films exposed in Italy and sues agent and finisher for \$5000.00. Agent gives out no claim checks and Finisher keeps no record of incoming work. Jury allowed \$100.00. New York Division back of appeal being made on basis that agent being unnotified as to special value of film, that damages should not be allowed beyond the probable value of average film or from \$2.00 to \$5.00 per roll at most. Case being appealed in order to try and obtain legal precedent favorable to the Photo Finishing profession in general.

Case No. 2. Resident of Cincinnati sues Photo Finisher for \$5,000.00 because prints from customer's negative showing two-year old child on kiddie car were used for window display purpose. Nothing improper or personally intimate about pose or subject. Customer claims child and parents much humiliated because of showing—humiliated \$5000.00 worth.

After causing Finisher much worry and expense in hiring defense attorney, case is dropped. It is a fact that films are customer's personal property and Finisher can always be held liable, where prints from same are used for display purposes without written permission being secured. Work up a collection of your own negatives for display use. Only safe method.

If you've had an experience like these, the association will welcome your report.

PUTZ-POMADE

An unexcelled reducer, applied with a cloth or a tuft of cotton. Skilled negative workers will not be without it.

Per tin, 25 cents

SELLING TALK TECHNIQUE

At the banquet of the P. A. of A. at Louisville, Professors Busse and Borden of the New York University held the assembled audience spell bound for twenty minutes in a convicting demonstration on the technique of the sales talk. Their formula is as follows:

1. In your opening, always inquire more than attack. Be sure that you do not talk too much yourself. By so doing you irritate your prospect and frequently he assumes a fake semblance of attention.
2. Be sure you never interrupt in order to get in a rebuttal. This may irritate him so that he will not give you the information that you want.
3. Don't waste the brief time you have for the sales interview by allowing your prospect to draw you into extraneous arguments.
4. When your prospect raises an important objection, restate it in your own words. If you do not, he will think that you do not understand his objection.
5. Decide from his objections just what is the key issue in this sales debate and then stick to this issue. With the key issue settled in your favor the other objections are easily overcome and the sale is made.

The above five points deal only with the sales talk. Even though one masters this, one still does not become a successful salesman until he thoroughly knows his product and his market.

I wish to thank you for your fine and prompt service which was free from mistake during the last year.

L. M.

In twenty five years of buying, your house stands out as the one place of real service. The one place where personal interest in your customer's welfare seems to come ahead of just money getting.

L. M.

THE BARGAIN COUNTER

BARGAINS

Steel Enamel Trays, slightly used:

2— 8x10 at 65 cents each
2—12x15 at \$1.50 each

Beattie Hilite Spotlight with 400 Watt T 20 Mazda Lamp. Bargain price, \$22.50.

Popular Trimming Board, with 15 in. Blade hardly used. Bargain price, \$7.95.

12 Used 18x24 Ferrottype Plates, price 50 cents each.

10 Used 14x20 Ferrottype Plates, price 25 cents each.

1 Universal 20 inch Wringer, used but like new, \$14.50.

2 Eastman Film Pack Hangers, price 85 cents each.

6—8x10 Used Eastman View Plate Holders at \$1.75 each.

4—5x7 Used Eastman View Plate Holders at \$1.25 each.

45—Pako Film Clips, like new, \$2.25 for the lot.

Set of Eastman Four-in-one Grouper Stools, very handy for groups. Like new. A bargain for \$11.25.

Used 8x10 Adapter Back for No. 7 or No. 8 Century Studio Outfit. Bargain price, \$9.00.

BARGAINS

23—5x7 No. 2 Portrait Film Hangers. All for \$1.75.

No. 6 Rex Print Washer. Operates by water power and has capacity up to 11x14 prints. Bargain price, \$14.50.

3—U. S. Stoneware Tanks, 9½x10½x42. 18 gallon capacity. These could be sold as new but are offered to you at bargain price of \$19.75.

Eastman Studio Scale in used condition. Bargain price, \$2.25.

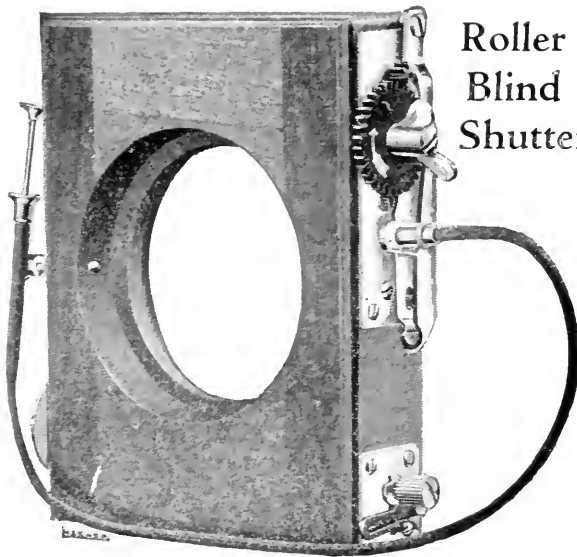
Eastman Safe Light Lamp, with 5x7 Safe Light. This hangs from a cord and throws light downward. Price, \$1.50.

Kodak Safe Light Lamp, with 5x7 Safe Light. This style throws light horizontally. Bargain price, \$2.25.

11x14 F & S Printer. Shop worn but excellent. Contact is made by foot treadle, which leaves both hands free and makes fast printing possible. Bargain price, \$39.50.

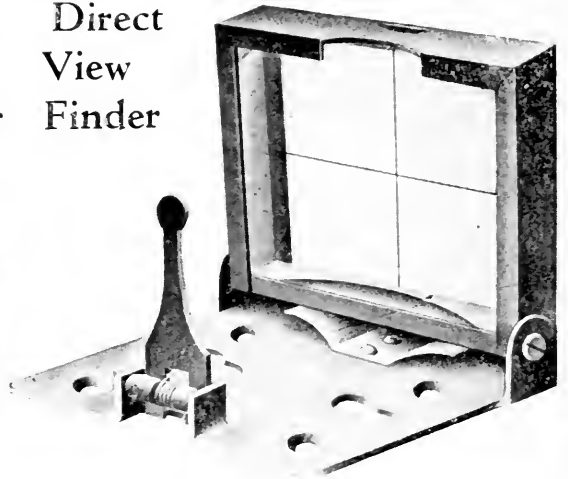
Maxima III Beattie Flood Light. Also used for demonstrations. Bargain price reduced to \$165.75.

No. 6 Packard Ideal Shutter, With 5 inch opening. Bargain price, \$8.75.



Roller
Blind
Shutter

Direct
View
Finder



This is the most efficient form of shutter, as the illumination is equal all over the plate, and there is no vibration. The body is finely polished mahogany, the metal parts being heavily nickel plated. Speed ranges from 1-15 to 1-90 second. Can also be set for time. Made in two models, No. 1 fits on the hood or front of the lens; No. 2 is of the behind-the-lens type, and screws on the outside of the front board.

1 1/2 inch	\$5.00	2 7/8 inch	\$ 7.00
1 3/4 inch	5.25	3 3/8 inch	8.50
2 1/8 inch	5.50	4 inch	10.25
2 1/2 inch	5.75	4 3/4 inch	12.25

These are the only perfect finders. They show a brilliant erect image, and enable the operator to hold camera at the level of the eyes, the correct point for proper perspective. They are indispensable in photographing moving objects, as by means of the metal sight it is possible to get the object in the exact center of the plate if desired. Well made and compact and fold flat when not in use.

No. 8 for 3 1/4 x 4 1/4	\$1.00	No. 23 5x7	\$2.50
No. 8B for 2 1/2 x 4 1/4		No. 24 6 1/2 x 8 1/2	
3 1/4 x 5 1/2	1.00		4.00
No. 9 for 4x5	1.60	No. 24B 8x10	5.00

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue
SAN FRANCISCO

Room 420 - Phone Prospect 476

Harry F. Peterson

Representative of

HIRSCH & KAYE

in

Oakland and East Bay Regions
1216 PARKER ST. BERKELEY

Phone Berkeley 1846-J

For Good Retouching

Send Your Orders to

Anne Roston

Apt. 48—929 Pine Street

Phone Prospect 5943

SAN FRANCISCO, CALIFORNIA

FREE COUPON

I will do FREE one piece of retouching, coloring, blocking or air brushing, to introduce my work.

ODIN LILJEGREN

Thirty-six-hour service, reasonable prices, and expert work—a combination you can't beat.

957 Mission St., San Francisco, Calif.



Pako Print Flattener

The Pako Print Flattener has but one mission in life—to make curly prints flat, and do it just as rapidly and capably as anyone could wish.

Flat prints have a good deal to do with profits. In the first place, flat prints, neat, orderly, and attractively packed, represent better value for the customer's money.

A PRACTICAL MACHINE stands two feet high and occupies only 17 x 20 inches on shelf or table. It is compact.

It runs silently; snaps on or off in an instant and is therefore always ready to make use of a few minutes of someone's spare time. No special operator is required unless the machine is to operate continuously. Ordinarily ten minutes here and fifteen minutes there are sufficient for this high speed machine to convert a plant's output of curly prints to a most pleasing and uniform flatness.

OPERATION

There are two sets of fabric belts operating in conjunction. Prints are fed into the machine and are carried between these two sets of belts. Just before leaving the machine the prints are carried over a Flattening Roll,

dropping into the Receiving Tray perfectly flat and ready for checking and sorting.

The Control Lever determines the direction of travel of the print in relation to the Flattening Roll, and so controls the degree of curl that is eliminated. Most commercial finishing involves prints of average curl and the adjustments, therefore, are few. The exceptional prints, however, are given just the proper adjustment without delaying the run of work, due to the ease and speed with which adjustments can be made.

Below the lower Feed Roll is the Water Box. This receptacle contains a Brass Roll, partially submerged in water which is contacted with the Feed Roll belts by raising the handle of the Water Box slightly. This conveys the proper amount of moisture to the belts to eliminate any tendency of prints to crack. This exclusive feature, although not always needed, adds much to the practical value of the PAKO Print Flattener.

Prints are fed into the machine as fast as the operator can work.

BUILT TO GIVE SERVICE

The PAKO Print Flattener is as sturdy and well made as it appears. The frame and base are rugged, and afford rigid support to the mechanism. Throughout the machine are evidences of extra care and attention to details, pointing to long and satisfactory service.

The feeding surface is polished aluminum. The Feed Rolls are well protected. Everything is simple and easy to understand. There is practically nothing to get out of order.

Belts run smoothly and evenly. Operation is silent. The motor consumes little current, yet furnishes ample power. The operating expense is so small that it is hard to segregate—electric current and a part time labor charge.

The price of the PAKO Print Flattener, complete, is \$150.00.
(Terms if desired)

Hirsch & Kaye

Can supply you

U. S. Stoneware Developer Jars

Large laboratories have found U. S. Stoneware Developer jars indispensable for storing developer solution. Stoneware jars will maintain an even temperature indefinitely, thus assuring a uniform quality. No filtering is required because the impurities settle to the bottom of the Jar, below the faucet line. The developer is therefore always pure and ready for immediate use. The cover fits snugly and prevents oxidation. These Developer Jars are made of common stoneware, for wooden faucet connections.

5 Gal. size	\$4.50
10 Gal. size	7.50
Wooden Faucet60

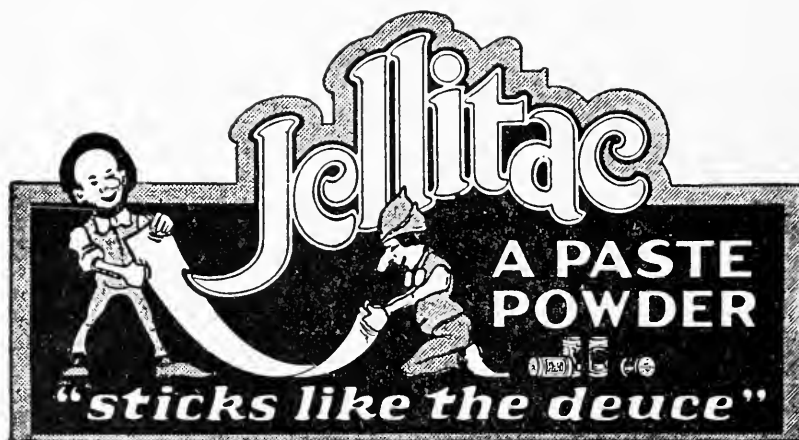
Radio-Mat Slides

Indispensable for Exhibitors' Announcements, Live Individual Advertising, Special Sales, Prize Contests, Catch Lines and Daily Talks, Screen "Extras" of Big Events, Local News and Social Calendar, Benefits and Charity Performances, Churches—Schools—Y. M. C. A's., Bits of Humor, Press Paragraphs, Sports and Election Returns, Etc.

In every Motion Picture Theatre, Lodge, Church, Club, etc., wherever timely messages must be delivered to the audiences, Radio-Mats are best and quickest. Pleasing slides can be prepared on a moment's notice. Merely insert in your typewriter or use pencil and carbon. Radio-Mats are supplied in three colors, white, amber, and green. Specify color when ordering.

Box of 50 slides, one color to a box \$1.80

Order Today from **HIRSCH & KAYE**



JELLITAC adheres permanently under all climatic conditions, whether hot or cold, dry or wet, and is not affected by sudden changes of temperature. Even when used to hold labels on bottles in an ice chest, which is a severe test, it holds.

JELLITAC is well known as a perfect paste for all conditions. A 4-pound package makes a gallon of paste, but you can mix it as required.

Price \$1.25 per 4-lb. package.

Trial size (quart) 15c.

Order Today from **HIRSCH & KAYE**

Lakeside Photo



SQUEEGEE WRINGER

No. 618 Lakeside 18x3-inch rolls	\$62.00 net
No. 620 Lakeside 20x3 inch rolls	64.00 net
No. 622 Lakeside 22x3 inch rolls	66.00 net
No. 624 Lakeside 24x3 inch rolls	68.00 net

Rolls should be 4 inches longer than ferrotype plates.

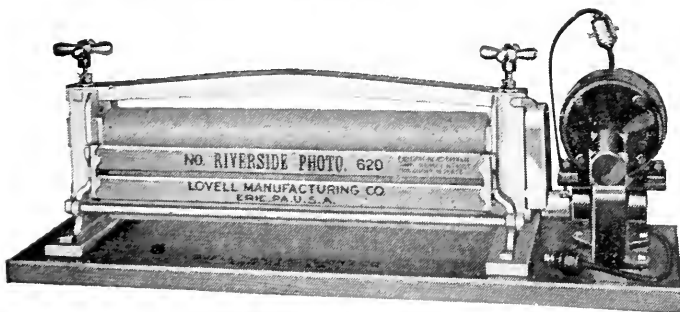
Cogs on Drive End eliminate buckling of prints. Shaft bearings have smooth machined surfaces.

Double Pressure Screws with lock nuts insures correct pressure. Rolls are ground true on lathe centers.

A Pressure Lift releases contact when not in use, preventing flat rolls.

Combination Safety Guard and print guide is removable and can be used on either side to protect operator.

Riverside Photo



SQUEEGEE WRINGER

	D.C. Motor	A.C. Motor
No. 618 18x3 in. rolls	\$126.67 net	\$120.00 net
No. 620 20x3 in. rolls	130.67 net	124.00 net
No. 622 22x3 in. rolls	134.67 net	128.00 net
No. 624 24x3 in. rolls	138.67 net	132.00 net

Furnished with 1-6 H. P. Motor, 110 Voltage.

Speed of rolls 27 R. P. M. Smooth running, machine cut, worm gear drive, universal coupling.

Rolls should be 4 inches longer than ferrotype plates.

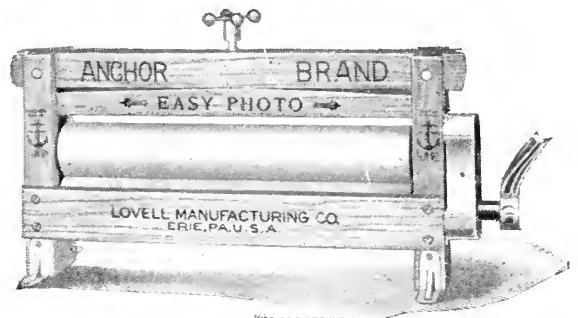
Continuous Drive with cogs an drive end eliminates buckling of prints. Shaft bearings have smooth machined surfaces.

Double Pressure Screws with lock-nuts insures correct pressure. Rolls are ground true on lathe centers.

A Pressure Lift releases contact when not in use, preventing flat rolls.

Combination Safety Guard and print guide is removable and can be used on either side to protect operator.

Easy Photo



SQUEEGEE—MOUNTING

No. 312 Easy Photo 12x2 in. rolls	\$10.50 net
No. 316 Easy Photo 16x2 in. rolls	12.75 net
No. 318 Easy Photo 18x2 in. rolls	13.88 net
No. 320 Easy Photo 20x2 in. rolls	15.00 net

Rolls should be 4 inches longer than ferrotype plates.

Designed especially for the photograph.

Insures perfect contact in cloth mounting.

Fitted with finest quality rubber rolls.

Positively will not buckle prints Completely eliminates free water from both prints and tins.

Shortens drying time in your print dryer.

Can be bolted on top of table.

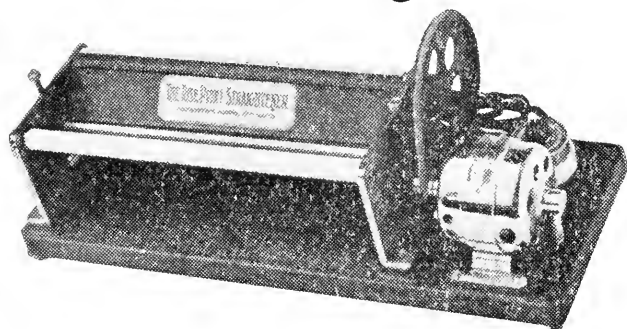
Wringers can be obtained from

HIRSCH & KAYE

Convenient terms of monthly payment if desired.

RISE

Print Straightener



50% Saved

in sorting and handling prints. Delivers prints flat at the rate of one hundred per minute.

We guarantee that it will please you.

*What the Rise Print
Straightener will Do*

It will cut the cost of sorting and handling prints from two to four cents per hundred. Figure up what the saving will be in a year. Besides this it enables you to deliver the prints in a much nicer condition. Do you think that you can afford to be without it?

It is sold under positive guarantee to give you perfect satisfaction. If you find that it does not speed up your work and cut your production costs you are at liberty to return it to your jobber from whom you purchased it.

It comes to you complete with universal motor for either direct or alternating current, ready to attach to light socket and go to work.

It is finished in beautiful nickel plate and black frosted enamel. Built of the highest grade materials, and will last a lifetime.

PRICES

4A-12 inch, \$45.00 5A-18 inch, \$65.00
6A-12 Hand Power, \$24.00

PHOTOGRAPHIC WORKROOM HANDBOOK SECOND EDITION NOW READY

Here is a book worthy of the pen of Sigismund Blumann. As editor of *Camera Craft*, he has accumulated methods, formulas, and ideas that are needed by every photographer.

The new edition is fully corrected modernized and enlarged. Bound in cloth, it is the best investment you can make for one dollar.

Order your copy today from Hirsch & Kaye.

We still have a few copies of the first edition, paper cover, which are offered while they last, for seventy five cents.

--:-- --:--

Warm weather is here. In fact in some places it is actually hot. It is very important that your developer be kept cool and at a uniform temperature and thanks to Sterling equipment this is now possible.

The Sterling line of Tanks for Portrait, Commercial and Photo finishing plates provide for circulation of water around the developer and hypo tank. This same water is not wasted because by a clever arrangement of the smaller tanks the water jacket serves as a third or washing tank. Read carefully the advertisement that appears on page six and then send your order to HIRSCH & KAYE.



It Floats

Here is a thermometer that is as necessary to a photographer as a cake of Ivory soap on Saturday night. Made entirely of glass it is easily kept clean. Scale, printed in large type, is 99 9/10% accurate. Provided with a ring for attaching string or hanging. Is eight inches long.

Glass floating thermometer 50 cents.

DEFENDER SILK

A fine mesh, brilliant surface, silk fabric effect supplied in buff or white imported paper stock. Made in two grades of Professional Defender for contact prints and in Velour Black for enlarging.

(For contact prints)

Professional Defender Regular—Gives pure black or rich sepia tones.

Buff Silk, D. W.

White Silk, D. W.

Professional Defender Special—Gives warm tone blacks in first development.

Buff Silk, D. W.

White Silk, D. W.

(For prints by projection)

Velour Black

Buff Silk, D. W.

White Silk, D. W.



DEFENDER

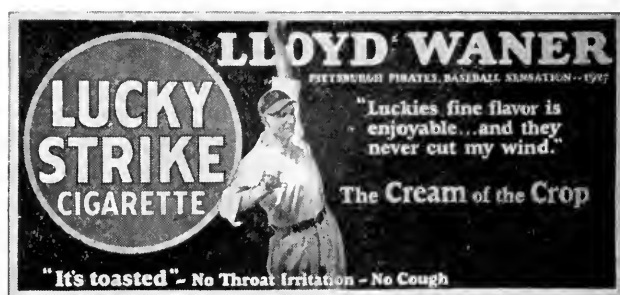
DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER

Yellow Red and Green



Non-color-sensitive Film



Eastman Commercial Panchromatic Film

In the accompanying illustration the background is dark green, the lettering at left and bottom is white. The lettering at right is yellow, except the sixth line which is bright red. The background inside of circle is a darker red with a yellow border.

It is not possible to reproduce a combination of colors such as this without a completely color-sensitive material and filter. Eastman Commercial Panchromatic Film and a K-3 Wratten Filter produced the correct result.

You have problems as difficult and can solve them as well with these materials. Ask for the booklet, Color Films, Plates and Filters for Commercial Photography. It's free on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

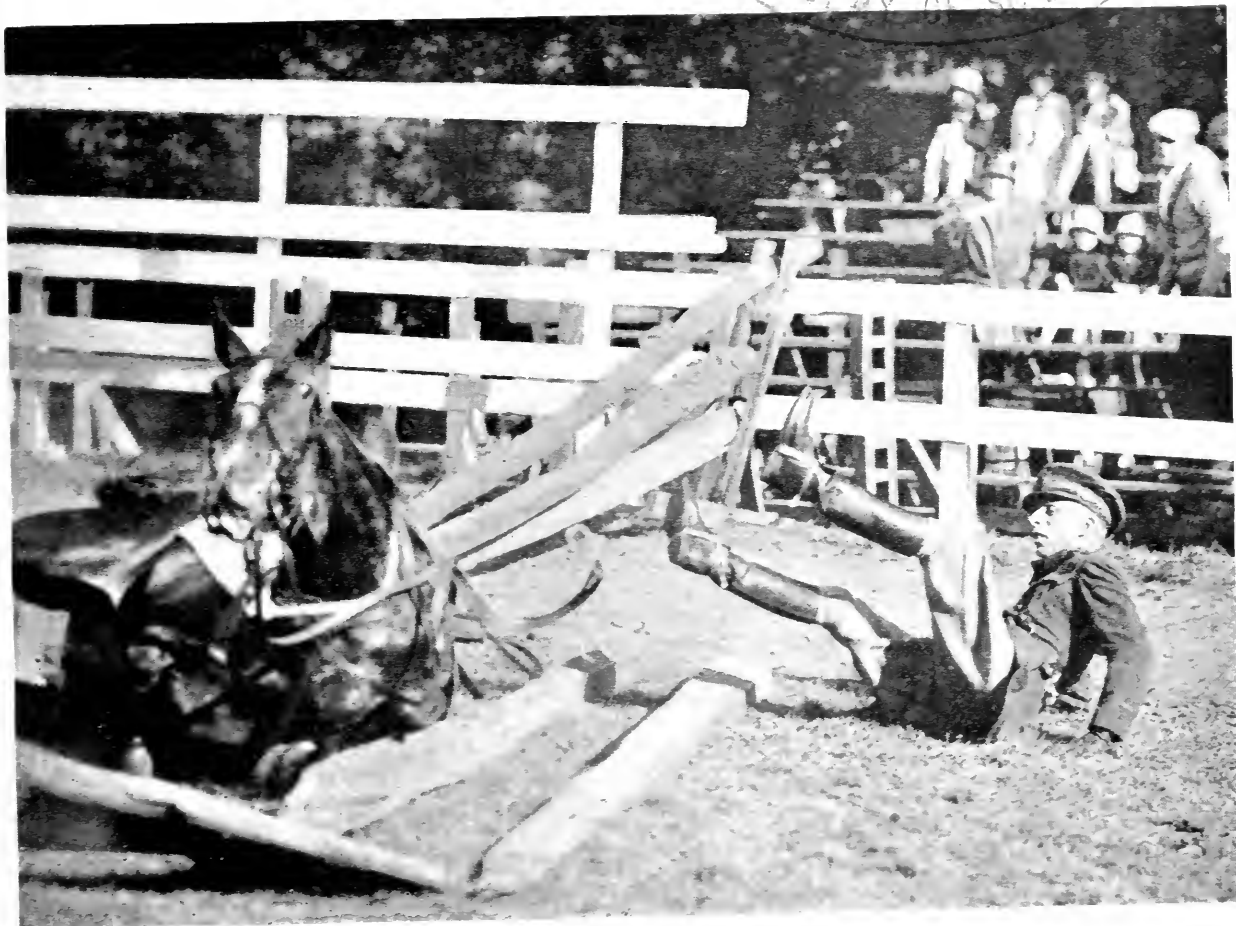
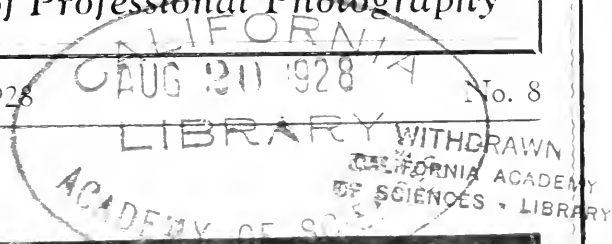
THE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. IV.

August, 1928

No. 8



A REMARKABLE SPILL PHOTOGRAPHED BY LOUIS ZOUL OF "PHOTOGRAMS" ON A Hammer Press PLATE. LIEUTENANT BLOOMER WAS RIDING "RUSTY" AT THE ORANGE LAWN TENNIS CLUB HORSE SHOW AT THE TIME OF THE FALL. NOTE THE SURPRISED, HALF-AMUSED LOOK ON THE RIDER'S FACE, AND THE TERRIFIED EXPRESSION OF THE HORSE.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

*“Fully Equal
to imported
Metol at its
Best.”*

and at



Domestic Prices

IN this way, *Mallinckrodt's* Pictol was described by one of the government bureaus. It gives ◡

1. Better Tones
2. Greater Detail

and develops gradually and steadily. It is so superior in every respect that it is making new friends every day.

A sample will convince you of its many advantages. Send 25c for a one ounce bottle.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

AUGUST, 1928

Number 8

: IN THE PROFESSION :

JAS. V. LLOYD



"— would disqualify him as Congressman."

According to the rules that influence a man's career, James V. Lloyd should be in politics. He was born in Baltimore, Maryland, not so very long ago. Moving to Washington, D. C., with his parents, he was educated within a few blocks of the Capitol Building.

His frequent visits to Congress and other government institutions formed a definite part of his education and training, but there must have been another unsung influence because in his early school days, he pointblank refused to tell his classmates what happened in Congress on a certain day when a Texas Democrat tangled with a Maine Republican.

Perhaps it was fear of being compelled to read the Congressional Record or perhaps a budding national pride. Whatever it was, he refused to speak, which in itself would disqualify him as a Congressman.

He came west a few years later and entered the National Park Service at Yosemite. Here he learned to climb mountains, measure snowfall, estimate timber, build trails and go through that painful instruction of learning to ride a horse. As to how he and the horse got along together we don't know, but anyone who can't get along with James V. Lloyd would complain about the fit of his wings when, and if, he becomes an angel.

Most anyone can tell you a lot about Yosemite but to be sure that the information is as accurate as possible Lloyd was designated as Information Ranger, in which capacity he quickly realized that pictures tell the story. And that's why he took up photography.

As the official photographer for Uncle Sam's famous playground, he has photographed royalty and nationally known people. In 1925 he was asked by Mr. Stephen T. Mather of the National Park Service, to come to Mesa Verde to photograph the National Park Service Convention.

And another thing. He is married. Mr. and Mrs. Lloyd occupy a cottage of their own near the foot of Yosemite Falls. Mrs. Lloyd is as charming as the Valley in early spring.

Photographers who visit Yosemite, will do well to get acquainted with him. And don't ask at the Superintendent's Office for Mr. Lloyd. Everybody calls him "Jimmie."

—O—

Success or failure in business is caused more by mental attitude even than by mental capacities.

—WALTER DILL SCOTT.

—O—

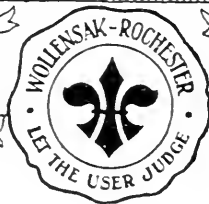
The man who has not anything to boast of but his illustrious ancestors is like a potato—the only good belonging to him is underground.

—SIR THOMAS OVERBURY.

—O—

A man without mirth is like a wagon without springs, in which one is caused disagreeably to jolt by every pebble over over which it runs.

—HENRY WARD BEECHER.



Series II Velostigmat f4.5



The LENS for Your Equipment

Indoors or out—studio or commercial—professional or amateur—or whatever your photographic endeavors may be, the Series II Velostigmat f4.5 will do the work and do it well.

A lens that is the last word in anastigmatic corrections, gives microscopic definition to the minutest detail and works at an exceptionally fast speed permitting photographs to be made under almost all conditions. A diffusing device is supplied on the five larger sizes to suppress the wiry detail if it should prove objectionable.

—A trial will convince you.

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

Developer Formula D-75

The Long Life Deep Tank Developer Has Been Improved

AS THE result of study and experimentation, the Deep Tank Developer for Roll Film (Formula D-75), announced in the May, 1927, issue of the *Photo Finisher*, has been simplified and now requires less attention than formerly. This is a great help during the busy season.

By doubling the quantity of sodium carbonate in the replenisher solution, no additional sodium carbonate needs to be added separately to the original solution.

The elimination of this one step improves your results and keeps the quality of your negatives more uniform

during the life of the developer.

Because of local conditions the developing time of a fresh solution used at 65° F. may vary from 10 to 15 minutes. For this reason it is well to develop a test roll or two to determine the correct developing time, whenever a fresh batch of developer is mixed.

When the developer becomes exhausted, the negatives will lack detail in the half-tones and shadows. As soon as this condition is evident, the developer should be discarded and a fresh one mixed. *Avoid the use of galvanized iron ware* or chemical fog will result. Solutions should be mixed in an enamel container.

Deep Tank Developer for Roll Film (Formula D-75)

Solution No. 1 To Make
Water (about 125° F.)
Elon

10 Gallons	24 Gallons	48 Gallons
1 gal.	2 gals.	2½ gals.
1 oz.	2½ ozs.	5 ozs.

Solution No. 2.
Water (about 125° F.)
Sodium Sulphite (E. K. Co.)
Sodium Bisulphite (E. K. Co.)

1 gal.	2 gals.	2½ gals.
6 ozs.	14½ ozs.	1¾ lbs.
12 ozs.	1¾ lbs.	3½ lbs.

Solution No. 3
Hot Water (about 160° F.)
Sodium Sulphite (E. K. Co.)
Hydrochinon
Pyro

1 gal.	2 gals.	2½ gals.
6 ozs.	14½ ozs.	1¾ lbs.
4 ozs.	9¾ ozs.	19½ ozs.
1 oz.	2½ ozs.	5 ozs.

Solution No. 4.
Water (about 125° F.)
Sodium Carbonate (E. K. Co.)

1 gal.	2 gals.	2½ gals.
1½ lbs.	3½ lbs.	7 lbs.

Dissolve solutions separately and add to tank in order given. Add cold water to correct volume and mix thoroughly. Develop about 12 minutes at 65 degrees F. when new. Under average conditions increase time of development one minute every two or three days.

NOTE.—Galvanized iron pails are to be avoided in favor of enameled ware or earthenware for mixing these solutions

Stock Replenisher Solution (Formula D-75a)

To Make
Water (about 125° F.)
Elon
Sodium Sulphite (E. K. Co.)
Sodium Bisulphite (E. K. Co.)
Hydrochinon
Sodium Carbonate (E. K. Co.)
Water to make

1 Gallon	2 Gallons	4 Gallons
64 ozs.	1 gal.	2 gals.
½ oz.	1 oz.	2 ozs.
3 ozs.	6 ozs.	12 ozs.
3 ozs.	6 ozs.	12 ozs.
1 oz.	2 ozs.	4 ozs.
8 ozs.	1 lb.	2 lbs.
1 gal.	2 gals.	4 gals.

This formula should be used to replace developer carried out by films. For average use take stock solution one part, water one part. The strength of the replenisher may be adjusted, however, to meet individual requirements by using more or less water.

—From the *Photo Finisher*.

A copy of this formula, on a convenient card, may be obtained from HIRSCH & KAYE. Oh yes—we also supply the chemicals mentioned.

Beattie's Hollywood Flood-Lite

Odeta

a development from the Maxima III



Odeta Newberg, of Philip Newberg's Studio, Hollywood, posed with this new model Beattie's Hollywood Flood-lite.

O D E T A

The one light unit in all the world complete in itself for producing perfectly modulated "well rounded" lightings without the aid of supplementary lights, or "globes on the ceiling," and for controlling the light on subject direct from the lamp.

Just a few simple movements enable the operator to subdue the light on draperies, hands, "the ear," bald head, or white hat; and he can do it better and in a fraction of the time formerly required with side, head, and drapery screens on floor stands. This lighting control is almost beyond belief to anyone who has not seen the ODETA in action.

New 16-page catalog, hot off the press, describes in detail the ODETA, the Norma and other new models. Ask us for your copy today.

For Sale by

Hirsch & Kaye

(Convenient terms if desired)

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Placerville	Box 2131, The Focus
Jackson	Box 1023, The Focus	San Bernardino	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco **	Box 2208, The Focus
Merced	Box 2124, The Focus	San Leandro	Box 2216, The Focus
Oakland	Box 2143, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 4142, The Focus	Stockton	Box 2197, The Focus
Palo Alto	Box 2153, The Focus	Turlock	Box 2109, The Focus
Palo Alto	Box 2104, The Focus	Ventura	Box 2144, The Focus
Palo Alto *	Box 2204, The Focus		

Oregon

Ashland	Box 2089, The Focus	Freewater	Box 2097, The Focus
Ashland	Box 1965, The Focus	Klamath Falls	Box 2147, The Focus
Baker	Box 2087, The Focus	Salem	Box 2114, The Focus
Bend	Box 2209, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods ** Workrooms down town

PARTNER WANTED. — IF INTERESTED IN FORMING A PARTNERSHIP IN AN ESTABLISHED STUDIO NOT FAR FROM SAN FRANCISCO, WRITE TO BOX 2218, THE FOCUS.

INFORMATION WANTED BY SERVICE DESK—ADDRESS OF C. R. MANDEVILLE, FORMERLY OF LOS ANGELES; MRS. S. DENTON, FORMERLY OF OAKLAND.



Gevaert



Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

“GEVAERT”

*is always specified by the photographer
who wants the **BEST***

*Descriptive Catalogue on Request
Address Dept. No. 8*

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 W. 55th St. New York City

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Dealers in Principal Cities of the United States

NOVABROM	<i>The Standard Bromide Paper for Every Phase of Photography.</i>
-----------------	---



Things you should know---

Glycin Still Popular

Glycin Developer, a staple article for many years, was recently made more popular because of several articles published in photographic magazines and trade papers.

We are giving you below a few suggested formulae which have proven satisfactory for general conditions, but may be subject to modification for obtaining special effects.

GENERAL FORMULA (Concentrated Solution)

Glycin 1 ounce
Soda Sulphite Anhyd $2\frac{1}{2}$ ounces
Potass. Carb. 5 ounces
Water (distilled) 20 ounces

Dissolve $2\frac{1}{2}$ ounces Soda Sulphite Anhyd, in 20 ounces Water (distilled) then add one ounce Glycin and 5 ounces Potass, Carb., stirring constantly until completely dissolved.

For ordinary work this solution should be diluted with three to five parts of Water (distilled) and for time development (20 minutes) dilute the concentrated solution in the ratio of 1 to 15 parts.

Some operators may prefer to use the Standard Developer in order to obtain more perfect control, and we would suggest the following formula:

STANDARD DEVELOPER

Solution A—

Glycin 300 grains
Soda Sulphite Anhyd ... $1\frac{2}{3}$ ounces
Water (distilled) 32 ounces

To dissolve, warm slightly.

Solution B—

Potass. Carb. $3\frac{1}{4}$ ounces
Water (distilled) 16 ounces

We would suggest the following for normal plates which have been correctly exposed:

Solution A 4 ounces
Solution B 2 ounces
Water (distilled) 4 ounces

It may be possible that the plates were under exposed, or the negatives have less contrast when produced by the above developer, in which event we suggest reducing the quantity of Sol. A or B, or both as follows:

Solution A $1\frac{1}{4}$ ounces
Solution B $1\frac{2}{3}$ ounces
Water (distilled) $5\frac{1}{2}$ ounces

or

Solution A $3\frac{1}{3}$ ounces
Solution B 320 minims
Water (distilled) 5 ounces

or

Solution A $1\frac{1}{4}$ ounces
Solution B 320 minims
Water (distilled) 6 ounces

It would naturally hold if greater contrasts are desired, you would increase the amount of Sol. A or B, or both as follows:

Solution A 6 ounces
Solution B 2 ounces
Water (distilled) 2 ounces

or

Solution A 4 ounces
Solution B 4 ounces
Water (distilled) 2 ounces

or

Solution A 5 ounces
Solution B 3 ounces

—o—

LOVE RUNS INTO DEBT

Pained Parent: Johnny, this hurts me more than it does you.

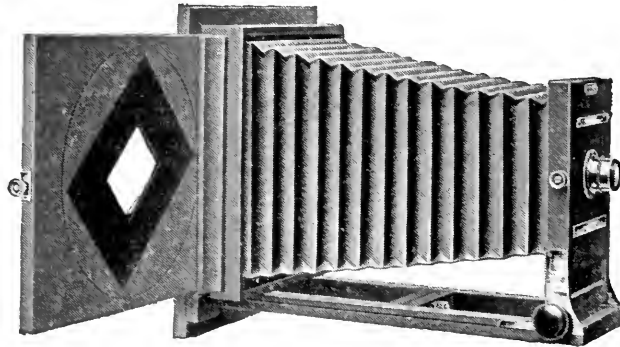
Johnny: I'd like to save you all the hurt I can papa.

Patient parent: It's because I love you that I have to punish you. I don't think you appreciate that fact.

Johnny: Yes, papa; and when I'm big enough I'll return all your love.

Revolving Back Enlarging Camera

Size 8 x 10



THIS is a very practical enlarging camera having a revolving negative carrier operated by a rack and pinion, which, with its sliding motion and the rising and falling front of the camera, makes it a simple matter to adjust the image on the paper easel. The carrier is fitted with nested kits down to $3\frac{1}{4} \times 4\frac{1}{4}$, the front has a convenient focusing knob, the front board is $5\frac{1}{2} \times 5\frac{1}{2}$ inches and the bellows draw 22 inches.

Any suitable light may be used, a very convenient one being the M-shaped tube outfit furnished by the Cooper-Hewitt Electric Company, or the Barre' Auxiliary Light outfit, mentioned on page 30.

To set the camera in position for enlarging, an opening $10\frac{1}{2} \times 10\frac{1}{2}$ is cut in the dark-room partition centered about four feet from the floor and the camera attached to the partition so that the back covers the opening.

The light is placed outside the dark-room and the enlargement is projected upon a movable easel inside the dark-room. By moving the easel back and forth and adjusting the focus of the camera, enlargements may be made of any size within the capacity of the easel.

PRICES

Revolving Back Enlarging Camera, 8 x 10, without lens, including revolving back negative carrier with $6\frac{1}{2} \times 8\frac{1}{2}$, 5x7, 4x5, $3\frac{1}{4} \times 4\frac{1}{4}$, spring finger kits, and one sheet of flashed opal glass . . .	\$55.00
Extra Lens Board, $5\frac{1}{2} \times 5\frac{1}{2}$80

ANNOUNCING A NEW LIGHT

Advance notice from the James A. Smith and Sons Company tells us they soon expect to offer a combination home portrait and studio light. Flash powder will be used, and one of the many features of the new lamp is a 12 shot flash pan to enable the operator to make 12 exposures as rapidly as he desires without reloading. An electric

vacuum smoke condensing attachment will keep the cabinet clear of smoke.

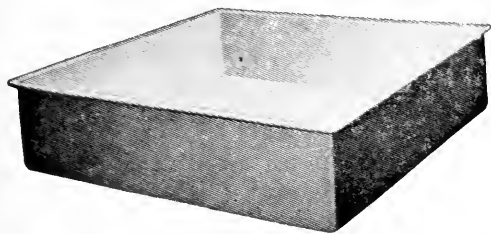
Another feature is the manner in which the new device will be attached to studio shutter. The new flash cabinet will be semicollapsible and can be used for studio, commercial, or home portrait work. It looks good to us and we will gladly tell you more about it as fast as we can receive the information.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

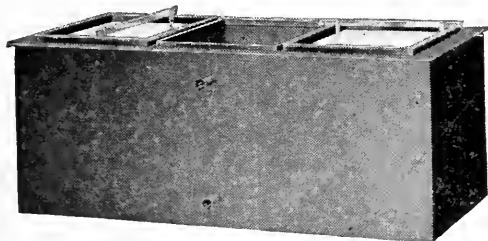
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

**Economy in
Initial Cost
Upkeep, Service**

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

**AMATEUR
FINISHING
OUTFITS.** Roll
Film and Circuit
work. Enormous daily
output.

*Enamel Water-jacket.
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.*



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.

"The best by test."

WHEN YOU SEND US GOODS

Frequently in our Receiving Department we find equipment and materials from customers who fail to say why the articles have been sent to us. This causes considerable extra work and resultant delay in getting any credit to which the customer is entitled. Naturally, one always expects prompt adjustment.

You will greatly help us, and incidentally help yourself in keeping your books in better shape, if you will write to us in detail about anything you send us, mention why you send the goods to us, and give date of original invoice when you return anything for credit.

Sometimes the articles may be sent for appraisal, or for disposal in one way or another. We do not know if the material was ordered in error, or if it is returned because of some fault of ours.

The Light that Never Fails

Victor Flash Powder

Normal Grade (Red Label) for general use, burns 1/38th second which will stop ordinary movement of subjects.

Extra Fast Grade (Yellow Label) for unusually active subjects, burns 1/55th of a second.

Soft Grade (Blue Label) for interiors without life. Almost no smoke or report, burns 1/12th of a second.

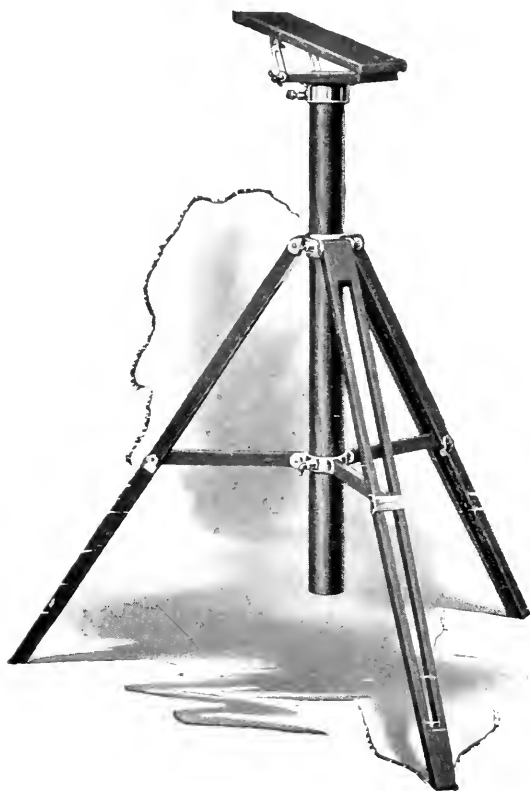
Portrait Grade (White Label) for use only with Victor Studio Flash Cabinet. Burns 1/25th of a second.

1/2 ounce, net weight, per bottle \$.55
1 ounce, net weight, per bottle90
2 ounce, net weight, per bottle1.70

for sale by

HIRSCH & KAYE

Eastman Compact Stand *The Newest and Simplest* *Way to* Wash Prints



Price, \$20.00

THE Eastman Compact Stand is a light-weight, well-constructed stand, easily adaptable to a variety of professional photographic uses.

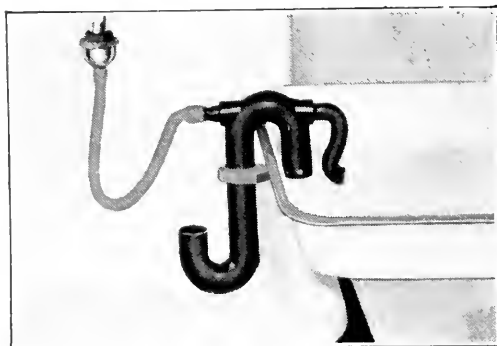
Although this stand weighs but $6\frac{3}{4}$ pounds, it embodies all these features:

The top is $6\frac{3}{4} \times 9\frac{1}{2}$ inches, and felt covered. By means of slotted metal guides, it can be tilted at any angle up to ninety degrees, which is a useful feature in commercial photography, permitting of arrangement of objects on the floor. Thumb screws lock the top in the desired position. Staunch construction safely supports almost any size of view or home portrait camera.

The center post is a brass tube which assures rigidity and smooth action. Raising and lowering the post in its yokes and adjusting the sliding leg extensions give a range of working heights from $26\frac{1}{2}$ inches to 53 inches. Since the legs are braced in any position, no spurs are needed—there is nothing to scratch the floor.

This stand is complete, substantial, convenient, easily adjusted and handsome. All wood parts are in mahogany finish; metal parts are sandblasted and bronze-lacquered.

The Eastman Compact Stand can be used for home portraiture and commercial photography in so many ways, that any photographer will find it valuable.



THE new Eastman Automatic Tray Siphon is a simple little device, as shown in cut, made of hard rubber and is held in place on the edge of the tray in which the prints are to be washed by means of a soft rubber buffer. It is connected to any cold water outlet by means of a rubber tube and the way in which it agitates the prints, bringing fresh water in contact with them constantly, and all with a suprisingly small amount of water, will be a revelation.

In contrast to the equipment hitherto available for washing prints the price of the Automatic Tray Siphon seems negligible—but \$6.00. Where the volume of work necessitates the use of several washing trays these Automatic Siphons can be hooked up in series or cascade, as it is sometimes called, and one tray after another washed with equal efficiency by the one stream of water. This cascade method makes possible the so-called "counter current method" of washing in which prints just out of hypo are placed in the last tray in the series and after so many minutes placed in the next, etc., until they are given the final wash in the absolutely clean water of the first tray. This effects an enormous saving in water and yields prints as free from hypo as it is possible to get them.

There isn't a studio in the country but what can use at least one of these siphons and the majority of studios and photo finishing plants will want many more.

The Eastman Automatic Tray Siphon with hose and faucet connector \$6.00.

"Acres of Diamonds"

DEAN Conwell, of Philadelphia during over thirty years, delivered one lecture thousands of times and with the proceeds of over \$4,000,000 established Temple University and financed nearly two thousand young men through college.

In the lecture which he entitled "Acres of Diamonds" he tells several stories. The first is that of a Persian who sold his farm to go in search of a diamond mine only to die in miserable poverty far from home. Meanwhile, the one to whom he sold the farm discovered diamonds right in the home spring and there developed the Golconda mine from which came the Kohinoor and Orloff diamonds of the crown jewels of England and Russia.

Another story is that of a Pennsylvania farmer who grew tired of farming and sought a job with a cousin in Canada who was in the oil business. Told that he must first know something about oil, he studied it from the first chapter of Genesis down to date. When his knowledge was sufficient he sold his farm for \$833 and went to his job in Canada.

The purchaser found on the farm a brook across which had been laid a plank to skim from the water an evil looking scum so that below the plank cattle might drink the water. This scum proved to be coal-oil and led to the first discovery of oil in Pennsylvania—a discovery since declared to be worth a thousand millions of dollars to the state.

Another wise man said: "The most valuable piece of real estate in the world is right under your feet." Meaning of course, that with something firm to stand on, a man by his own efforts, can accomplish anything he earnestly desires.

The moral for all of us in business is

obviously plain. Before we seek new fields of endeavor—before we turn to unusual or spectacular methods—before we decide that we have reached the limit of the opportunities in our present situation—let us dig into our own back yards. Let us study and analyze our businesses and see if what we think is scum and useless may not contain the very element of the prosperity we so greatly desire.

Perhaps that may have a "preachy" or sanctimonious sound, but how many of us are really getting out of our businesses all there is in them? We see men grow rich in what look like the most unpromising lines. Small shops and insignificant factories develop into great emporiums and huge industrial enterprises. Why?

On the face of things, these businesses have not so great potentialities of riches as our own. Their owners are no smarter than we are. In fact, many times we look upon them as very dull persons. Frequently we say: "He is stupid and ill-informed but he has the knack of making money and he probably still has part of the first dollar he ever earned."

But wait a minute. Stop—look—listen! Isn't it possible that this knack of making money is really the knack of knowing his business and working at it—of squeezing the last drop of profitable juice out of the golden orange of opportunity?

Let's think about it. How many of us get from all of our present customers all of the business they could give us to their profit and ours? How many of us have as many customers as we could serve to their profit and ours?

—o—
"Wanted a boy to be partly outside and partly behind the counter."

—o—
"Animal sale now on; don't go elsewhere to be cheated; come here."

F. & S. VIGNETTER

This vignetter is for use with Century or Semi-Centennial Studio stands. Standing at the ground glass, the operator may control all its movements and adjust it to any position.

The vignetter card is attached to a vertical rod set at the end of two horizontal tubes.

Turning the knob on one tube raises and lowers the vignetter, while the other tilts the vignetter toward, or away from the lens. Cords passing through the tubes control the oscillating movement. The entire vignetter may be moved back and forth, a binding screw on the rear bracket locking the tubes in the desired position.

The metal parts are steel and brass in gun-metal finish.

Length over all—50 inches. Size of card, 9 x 18 inches; black on one side, gray on the reverse.

F. & S. Vignetter . . . \$14.00

EASTMAN VIGNETTER

It consists of two extension arms—15 inches in length—adjustable to any desired position. One of these arms holds the vignetter card; the other is set in a clamp which grips the camera bed. Intended especially for home portraiture as it may be attached in an instant to any portrait or view camera, weighs but a trifle over eight ounces and folds into a very small space. The vignetting card measures $5\frac{3}{8}$ inches in width by 4 inches high, and is black on one side and gray on the reverse.

P. S.—Another practical use for this accessory has just come to our notice. Attach one clamp to your retouching desk and with the other support your retouching glass in any position you desire. While not as successful as a Barre retouching lens holder one of which you should have,—it is another reason why you should also have an Eastman Vignetter. Price \$2.00 Order To-day From

Hirsch & Kaye

UNEEEDOL

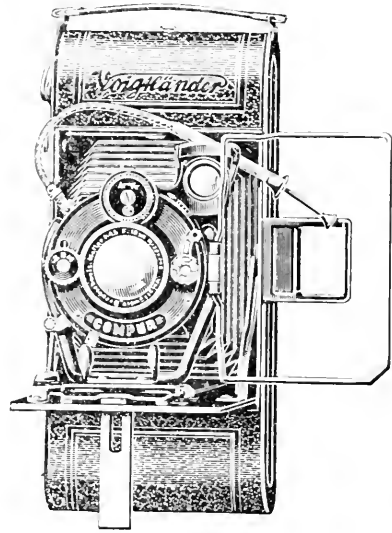
is a new, liquid preparation for squeegee work. Put up by the same people who originated "Peep-O-Day" squeegee paste and "Yale Cloth," prepared squeegee cloth.

It beats anything you have ever tried and if you do not agree with us on this point, your money will be cheerfully refunded. And there are no strings or excuses to this offer; no telling you, that you used it wrong, that your wash water was too cold or warm or alkaline. Either UNEEEDOL satisfies you completely or you get your money back.

But—by all means—do try it. Until you do that you do not know what a great little thing you have missed.

Hirsch & Kaye can supply you.

See page 29.



CAMERA LUXURY

at a Low Price

The New

VOIGTLANDER

Avus

Roll Film Camera

$2\frac{1}{2} \times 4\frac{1}{4}$ with F:4.5
Voigtlander Skopar Anastigmat Lens and Compur Shutter.

The Avus has both Iconometer Direct-View and Brilliant Indirect View-Finders. The lens has ample speed for every requirement—speedy enough for dull day snaps. Cable release on shutter prevents jarring when camera is held in the hand. For the first time in the history of the industry, a camera of this quality—with a high-grade lens is offered at this low price.

Special at \$33.00

Sole Leather Case, plush lined with extension shoulder strap \$5.00

FOR SALE BY HIRSCH & KAYE

Write for attractive proposition to dealers

Studio Advertises Panchromatic Portraiture

AN interesting circular issued by Steffens-Colmer Studio, Portland, Oregon, was received the other day. Title—"The New High Speed Panchromatic Photography." The advantages of the panchromatic negative in portraiture is told in a brief and simple way. Reproductions in half-tone point out by comparison the greater fidelity of the panchromatic portrait in registering vital distinctions.

It is cleverly worked out as a fine sales idea and appealed to us so much that we sought and obtained permission to mention it in this issue of THE FOCUS. We would like to quote from it liberally but the space is not available. After telling in a simple way why ordinary plates or film lack fidelity to natural values, the circular explains that pan-

chromatic negatives correct the faults at a speed "20% faster" and sums up the advantages of the new method in these words: "Light or red hair, blue or hazel eyes, and the multitude of beautiful

and delicate shades used in modern dress, may now be reproduced in proper relation to one another, producing portraits of a delicate beauty obtainable in no other way."

This is the first time we have seen the idea used by a portrait studio. We understand that Steffens-Colmer use panchromatic film exclusively.



SINCE 1891

THE EMULSIONS ON

Hammer Plates

ELIMINATE HOT WEATHER TROUBLES

Dependable under all trying Summer conditions. Their Snappy, Firm Films develop and dry quickly, without frilling.

COATED ON CLEAR, TRANSPARENT GLASS



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - - St. Louis, Mo.
159 West 22nd Street, - - - New York City

Our Salesmen Tell Us ---



WM. WOLFF

The Riverside Studio, Reno, Nevada, (Paul Strahm, Prop.) suffered a heavy loss by fire July 5th. The fire started in a Pool room and Cigar store on the first floor. Studio being on second floor, was gutted by flames and most of the equipment was a total loss. The place was also flooded with water. The studio had a fire two years ago when owned by Wm. Schoettner. ---

Howard DeCoursey, Assistant to Jas. Hubbell, Pacific Coast Manager International Newsreel, and M. G. M. Newsreel, spent a few days in San Francisco first week in July, on way North.—Motoring through with his Best half. ---

George Watson, Chief Photographer of *Los Angeles Times*, called on the writer while in San Francisco. Sorry, George, we did not connect—better luck next time. ---



H. F. PETERSEN

Harold W. Benjamin, Oakland portrait photographer, has returned after a five months' tour with his bride. Ben left Oakland in a Hupmobile Sedan, which he used the greater part of the time. However, on the return trip, his burning desire to get back to Oakland got the better of him and a set of burned out bearings resulted. Ben couldn't wait for repairs, so he traded his Hup for a Victory Six (paid advertisement) at McCloud, Minnesota. * Like many others, Ben says he is glad to get back to California, especially Oakland. ---

* (Home papers please copy.) ---

The Eastbay Com. Photographers As-

sociation held their annual picnic in the La Honda Bowl. The Bowl is a new picnic ground about four miles east by south northeast of Richmond.

Never knew until then what a bunch of expert horse-shoe heavers lived in this day of horseless phaetons.

Though the grounds were large it was easy to find anyone you cared to find. All you had to do was to go to the rifle range. This was certainly a popular attraction. Some of the women present would have made Jesse James and his bunch of sharpshooters feel ashamed and inefficient.

It was intended that boating and swimming should be features of the picnic, but the dam holding the water in the canals broke and let the dammed water out.

Soon after lunch President Kelley gently rapped his bench in a dignified manner with a six pound axe and officially declared the court open for business. Offenders of law and order were tried for misdemeanors ranging from speeding and bootlegging to speaking out of turn.

Movies were made by the Kelley Laboratory's operators to add to the collection made at previous club picnics.

The large attendance attested to the club's previously demonstrated ability to "put on a show." ---

Roy Williams is now doing business from M. L. Coehn's stand on Webster Street, in Oakland. They didn't exactly form a partnership, Roy isn't really working for Mose, and M. L. doesn't take orders from Roy. Don't know what you would call the combine. Kind of companionate partnership I guess. ---

A. C. Pillsbury, well known to every one in the profession and to many not in the profession, through his motion picture work with flowers, is now located in Berkeley. He will continue making movies of blossoming flowers, etc., for which he has become so famous.

Our Salesmen Tell Us ---



R. E. DERBY

Now that Ralph Young has acquired all interests in the former Lothers & Young Studios, he announces the new name of the firm—Ralph Young Studios. The announcement was dramatized by photography in typical Ralph Young manner.

--- --

The Photomaton Parent Corporation, Ltd., of London, has bought a one-third interest in the Photomaton Operating Corporation, New York, owners of the rights in the United States of the Photomaton automatic photographic device.

--- --

The annual exhibit by the Pictorial Photographic Society will be held in San Francisco the last three weeks in September. Pictures from the world's leading pictorialists will be on display at the Palace of the Legion of Honor, Lincoln Park, overlooking the Golden Gate.

The exhibit is open to the public. Last year, 33,000 people viewed the display and everyone interested in beautiful pictures is urged to come and see them.

--- --



H. L. BUSH

period.

--- --

Thomas Shoob and family, of Turlock, are shortly to leave for Mexico City on an extended vacation trip. They will drive and visit numerous states enroute.

W. A. Brown, of Modesto, is touring the Pacific Northwest on a vacation. The sign on the studio door reads, "Gone for two months—back Sept. 1st."

--- --

Daniel DuPertuis, of Merced, is pastiming in Humboldt County. The "Mrs.," equally capable behind the camera, is holding the fort during his absence. DuPertuis was appointed Rural Supervisor of Public Schools for Merced County last year, and we dare say there is no busier man in the county.

--- --

E. F. Jones, of Turlock, has sold his studio and finishing plant to Miss Billie C. Harris.

--- --

Claude C. Laval, of Fresno, has just returned from an eleven days' trip to Kings River Canyon on the South fork of the Kings River. The pictures he secured are without doubt the finest the writer has ever seen. The trip was made under the direction of the Fresno County Chamber of Commerce. Laval planned the trip for twelve years.

--- --

The Logan Studio, of Stockton, has added two new Chevrolet Coupes to their studio equipment. The Schneiders are live wires, no mistake.

--- --

The Newton Studio of Palo Alto, the Logan Studio of Stockton, the DuPertuis Studio of Merced, and the Leslie White Studio of Ventura, are recent purchasers of Beattie Studio Arc Lights. Permit, please, a single line of ego. I sold 'em.

--- --

Listen in on KZM during the noon hour and hear about an offer of a free sitting and 8x10 enlargement made by the Wallace Studio of Hayward, California. This is found to be an effective means of advertising, thanks to the radio.

THE BARGAIN COUNTER

Our Annual Bargain Bulletin was mailed during the past four weeks. Because of the unusual activity in our Bargain room, we omit the usual bargain page in this issue. If you have not received your copy of the Bargain Bulletin write for one at once.

* * *

Our Salesmen Tell Us ---



N. G. SILLER

An unusually interesting meeting of the Photographers' Association of Northern California was held at Martinez on July 23. The meeting was sponsored by President Lancaster who lived up to his reputation as a host.

Dinner was served in the First Congregational Church by the ladies of that institution. Enjoyable music was provided. After dinner a model studio was found installed in the main auditorium and Mr. O. J. Smith illustrated the principles of lighting as laid down by the old masters.

* * *

This demonstration was unusually good, and the audience, large as it was should have been in the hundreds.

* * *

At the dinner table, apropos of "red-heads" and panchromatic photography, Ford Samuels said, "I'd like to ask Mr. Lancaster if he has invited any subjects with Colfax hair?" Puzzled silence. "Near Auburn," Ford continued.

* * *

A beautiful strawberry pie with whipped cream, specially provided at Miss Reed's suggestion, brought the question: "Could you make a photograph of the pie that would look as good as the real thing?"

Ida Reed of *Camera Craft* has a brand new Master Six Dodge Sedan. Both Miss Reed and her friends are loud in their praise of the new car.

* * *

Mr. Sackrider journeyed down from Marysville.

* * *

McCullagh's (E. J.) usual smile was missed as he is in hospital. Doing nicely.

* * *

L. B. Morton was recently at home for a week—severe case of sunburn. Second degree burns. Fell asleep on the beach with his legs uncovered. Back on the job now.

* * *

Crandall, of Palo Alto, has disposed of his interests in his store and photo finishing plant. Will make his headquarters at the same address, and in the future devote his time exclusively to high grade commercial work, making it a hobby or "avocation."

* * *

July 24. George E. Russell (Aerial) is the proud father of a 7¾ pound baby girl this a. m. Mother and daughter doing nicely—so is Dad. George says he won every bet he made on the outcome. He "knew" it would be a girl!

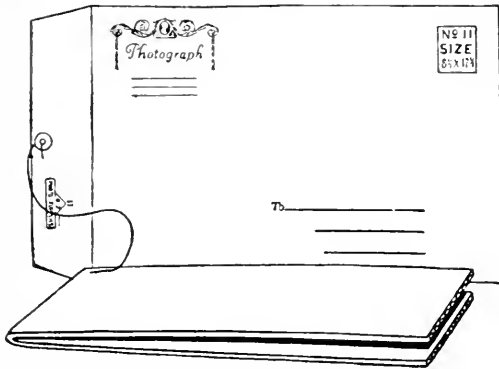
—o—

Has anyone seen Pete?

Pete who?

Petroleum.

Kerosene him yesterday and he hasn't benzine since.—Ex.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

	SIZE
No. 2	5 1/2 x 7 5/8
No. 3	6 3/4 x 8 1/4
No. 4	7 1/2 x 9 1/2
*No. 5	8 3/4 x 10 1/2
*No. 6	10 1/4 x 12 3/8
*No. 7	12 1/4 x 14 1/2
*No. 8	10 1/2 x 15
No. 9	6 1/4 x 9 1/4
*No. 10	7 1/2 x 11 5/8
*No. 11	8 1/2 x 11 1/2
*No. 12	13 x 17 1/2
No. 14	16 x 20 1/4

Packed in cartons containing fifty

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 14 Mailer is made extra strong with super-strength corrugated board. It is ideal for large prints, folders, enlargements and drawings.

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

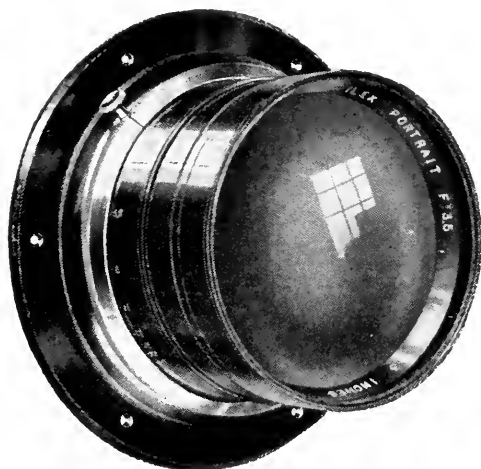
Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! **PRICES** none can meet! **Prompt Shipments!**

When the subject is colorful - Panchromatic Carbons and Films

Exposures for color subjects are shorter and color values more faithful, when National Panchromatic Carbons are used with panchromatic film or plates. These new carbons produce a light that meets the requirements of the emulsion exactly. Exposures are shortened, and more accurate rendition secured. National Panchromatic Carbons are interchangeable with National White Flame Photographic Carbons and are available in the proper sizes to fit all photographic arc lamps. They are obtainable from **HIRSCH & KAYE.**

The New Ilex Portrait F:3.5 Lens



A strictly Ilex development especially designed and constructed for Compactness, Speed and Quality.

Its speed of F:3.5 meets all lighting conditions, either in studio or home.

This type is incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

Priced extremely low.

Hirsch & Kaye

Distributors of

Ilex Lenses and Shutters

Send for Circular

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue

SAN FRANCISCO

Room 420 - Phone Prospect 476

For Good Retouching

Send Your Orders to

Anne Roston

Apt. 48—929 Pine Street

Phone Prospect 5943

SAN FRANCISCO, CALIFORNIA

First Class Retouching

PROMPT SERVICE-PRICES RIGHT

Free Trial Negative

*Special attention given to out-of-town
photographers*

FLORENCE HAM

1225 Pine St.,
Apt. No. 2

San Francisco
Franklin 6182

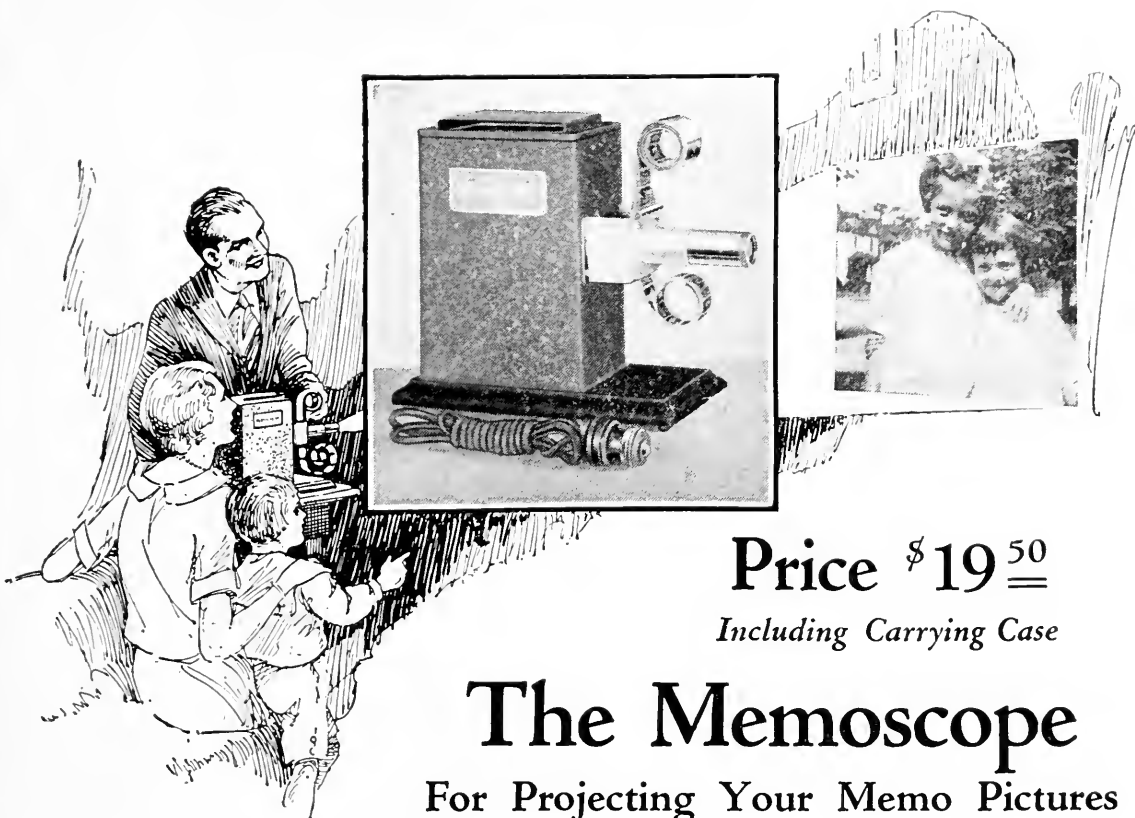
FREE COUPON

I will do FREE one piece of retouching, coloring, blocking or air brushing, to introduce my work.

ODIN LILJEGREN

Thirty-six-hour service, reasonable prices, and expert work—a combination you can't beat.

957 Mission St., San Francisco, Calif.



Price \$19⁵⁰

Including Carrying Case

The Memoscope

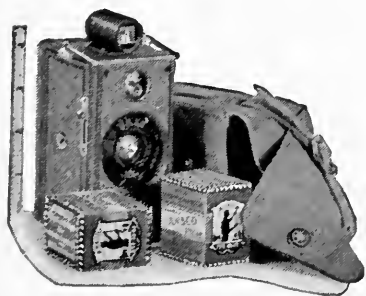
For Projecting Your Memo Pictures

AND NOW—the projector that Memo camera owners everywhere have been asking for—just the thing for home and office showings of the positive rolls printed from your Memo films.

Only \$19.50, case included, yet fitted with finely ground condensers, an excellent projection lens, and a standard 100-watt projection lamp, combining to give on the screen a bright clear image of highly satisfactory size.

Plugs in on any ordinary house circuit (110 to 120 volts), and is very easy to operate.

Place your order early. The first production lot will move out fast.



If you haven't bought your Memo camera yet, send now for complete literature on the subject. And if you *do* own a Memo, be sure that we have your name for the Memo-Random mailing list.

AnSCO Photoproducts, Inc.
Binghamton, N. Y.

Mounters for the popular 3½ x5 portrait



This illustrates the FABYAN

To meet the demand for mounters for this popular sized portrait, we offer in our Spring and Summer Line, a complete selection in Inslip and Cornerholder Styles—all different in appearance and stock.

They enable you to select mounters that *help look* the price you ask for the portrait.

While it may not be practical to feature all of them, still it will be to your advantage to *know* them all. Write for samples—then select those best suited for your requirements.

Our Special Sample Offer

A selection of six mounters will be sent postpaid for twenty cents, together with show cards for the display. You will find this assortment especially good for summer business.

SAMPLE OFFER T-12

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

Maybe you've been reading those articles about the different people on the Hirsch & Kaye Payroll. You remember the one about Ward being a ham actor, Bogue, stuck on his stamps and the rest.

I'll tell you a secret. There's a whole lot more around here that should be in FOCUS, but they are gun-shy (like me) and till we can find a piccher of them, there out of Focus. Meanwhile its up to me to keep the idea going so I'll tell you how the whole bunch works.

I'll start in the office. To begin with, we have a very modern office, windows, electric lights, desks, filing cabinets, typewriters and everything.

The front door opens about 8:25 (a.m.) and for the next 15 minutes the parade of the wooden soldiers passes in. About 8:45 (a.m.) the billers, operators

To reach the office you climb up the golden stairs to the second (2) floor. You won't get lost because you can hear the noise before you reach the office.



Giving the envelopes the once-over

The regular morning ritual is under way. One half of the force gathers at one end while the other gathers at the other end. The idea is to see which side can make the biggest racket. The side that wins the floor then has a chance to tell about the show last night, the company that came over without an invite, and what the nephew did.

Meanwhile someone who lost out on the talk happens to think of the mail and the telegrams that since arrived. That's the signal for another ritual, giving the envelopes the once-over. Open the mail? how foolish —

maybe somebody sent in a rush order. Why worry? the day is young.

(for more of this see page 25)



The office is modern

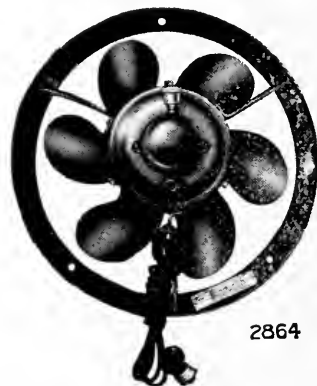
and typewriters arrive They come in different cars which they dismiss, letting the motorman continue to the ferry.

Besides ventilation, there is need of a good fan for drying purposes. Emerson fans will last for years, and can be used for long periods of continuous running.

We offer two general styles. The Ventilating, and Oscillating or Non-Oscillating. Ventilating fans are intended to force air into or out of a room. Oscillation or Non-Oscillation fans are suitable for use in dryers, or where a gentle circulation of air is desired.

Ventilating Fans

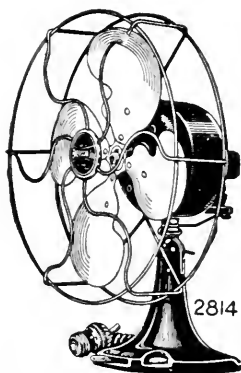
- 110 Volt, 9 inch diameter, 4 blades in ring, Type Emerson, Jr., Shipping weight, 9 inch, 16 lbs. \$14.70
110 Volt, 12 inch diameter, 4 blades in ring, Type 57666. Shipping weight, 12 inch, 35 lbs. 26.20



2864

Oscillating Fans

(Slowly revolve from left to right)



2814

- 110 Volt, 10 inch diameter, 4 blades, shipping weight 15 lbs., Type Emerson \$16.30
110 Volt, 12 inch diameter, 4 blades, shipping weight 36 lbs., Type 29646 31.50
110 Volt, 16 inch diameter, 4 blades, shipping weight 48 lbs., Type 73648 36.70

Non-Oscillating Fans

(Stationary)

- 110 Volt, 9 inch diameter, 4 blades, shipping weight 15 lbs., Type Emerson, Jr. \$10.50

Order today from HIRSCH & KAYE and get the fullest benefit from these fans.

DASSONVILLE CHARCOAL BLACK "A" OBTAINABLE

Photographers who have used Charcoal Black Paper will be glad to know that the original and popular Grade "A" can be shipped from stock. The Grade "A" is a thin weight, semi-transparent paper with which almost unlimited effects can be obtained. By using an underlay of a different tone or color, the tone of the picture is considerably influenced.

Furnished in two grades, regular and contrast, in the popular standard sizes. Special sizes can be cut to order on short notice.

The other well known grades, "B", "C", and "D", are also in stock, and we can supply mountings of special design for use with Charcoal Black Paper.

If you are not familiar with the unique quality of Charcoal Black Paper, order a dozen today, and you will have that "something different," for which you have been looking.

Charcoal Black Papers

5x7	dozen, \$.75	gross, \$ 8.30
6½x8½	dozen, 1.15	gross, 12.75
8x10	dozen, 1.70	gross, 18.70
10x12	dozen, 2.50	gross, 28.00
11x14	dozen, 3.25	gross, 36.00

The idea is to look at the pretty stamps and give the nice ones to Mr. Bogue. When the stamp collection convention adjourns, one of the girls gets the bright idea that maybe the mail

every day. She keeps them in a negative preserver till she gets enough to make a trip to the bank without blushing.

By this time the telephones are ringing but that don't worry us. If the building is on fire, one of the neighbors will turn in the alarm.

Maybe your letters want an answer. But it's too late now, Lunch time will soon be here and we will feel better after a hamburger and a cream puff.

In the afternoon they write letters. Your esteemed favor at hand, etc. The correspondence department goes to work and at night they mail as many letters as they have stamps.

After a strenuous day like this 5:30 is welcome.

Quitting time looks like a raid on a



The typewriters arrive

should be opened.

Sometimes a photographer will forget himself and slip in a check. As long as the girl's name ain't on the check she ain't interested and throws the check in the waste basket. (Maybe she got stung once with a bad photographer's check.) Meanwhile, some of the other girls give the letters the once over and try to tell if the man what wrote them is married. If they can tell, the way some of our customers write they must be bigamists.

About this time Mr. Dolan arrives in his Municipal Straight 8-Model C and its time to write up the orders. Not because they want you to get your stuff, but there a jealous bunch, that office gang, and are afraid that we in the shipping room won't be busy.

The mail is sorted. The orders go to Mr. Sass and Mr. Bogue. Letters about lenses go to Mr. Bacon. Letters about used stuff go to Mr. Ward, etc., etc. Mr. Magnus gets the letters nobody else gets, like complaints and he gets lots of mail. Oh yes sure—the bookkeeper gets the two or three checks that come in

night club. The firm carries accident insurance for those who get injured in the rush.

There is a different scene on Saturday nights. All the office force lines up at the cashier's desk for their pay, so you see, those two (2) and three (3) checks that come in are handy.

That's about all, except that on Saturday nights one of our shiek salesmen stands at the door and kisses the girls as they go out. That keeps the girls interested so they come back to work on Monday.

More scandal next month by

JERRY.



The office force lines up at the cashier's window for their pay.

Eastman's New Professional Printer



Selling at \$175.00 without lamps, the new Eastman Professional Printer, just recently announced by the Eastman Kodak Company, Rochester, N. Y., offers a number of radical departures, probably the most distinctive feature being the single concentrated light source from a 1000-watt concentrated filament lamp. The lamp house is in the bottom of the machine and the light travels in almost parallel lines, making for greater printing speed and clarity of definition. The light is reflected from the lamp to a 45 degree mirror, and thence

to the printing surface. The platen is a red transparent material, studded with rubber to insure contact. Upon contact of the platen with the negative the reflector is automatically thrown into position and the lamp is lighted. It may be also operated by hand if desired, and is controlled by a rheostat so that the amount of light may be varied as required for different grades of negatives. A 40-watt pilot lamp covered with a sheet of amber glass is useful for arranging vignettes, etc. There is a sheet of plate glass four inches below the printing top where similar dodging work may be done, and for diffusion a sheet of ground glass is manipulated by a knob. Printing surface 12x15" and with two 13½x18" shelves on brackets. The machine occupies 18x22" floor space and the cabinet is 34" high. Handsomely finished to resemble grained walnut.

You can order this printer from

Hirsch & Kaye

and pay monthly. Remember the best months of the year are before you.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

My son, remember you have to work. Whether you handle pick or wheelbarrow or a set of books, digging ditches or editing a newspaper, ringing an auction bell or writing funny things, you must work. Don't be afraid of killing yourself by overworking on the sunny side of thirty. Men die sometimes, but it's because they quit at nine p. m. and don't go home until two a. m. It's the intervals that kill, my son. The work gives you appetite for your meals; it lends solidity to your slumber; it gives you a perfect appreciation of a holiday. There are young men who do not work, but the country is not proud of them. It does not even know their names; it only speaks of them as old So-and-So's boys. Nobody likes them; the great, busy world doesn't know they are here. So find out what you want to be and do. Take off your coat and make dust in the world. The busier you are the less harm you are apt to get into, the sweeter will be your sleep, the brighter your holidays, and the better satisfied the whole world will be with you.

BOB BURDETTE.

No swimmer was ever more photographed than Mrs. Lottie Moore Schoemmel, fat water-woman. Last week her sister, Mrs. Grace Moore Shaw, told why:

"She was brought from obscurity by clever publicity. . . . She thought more of a story or a picture than making a swim. I had to spend money on her to make her think she was being pursued by reporters, found it next to impossible to get my publicity-crazed sister into the water to train unless it was to the accompaniment of the click of camera shutters. She was so spoiled . . . I spent money for private photographers. This was necessary as we were so far from Los Angeles that newspapermen came out rarely. . . . I want her to pay the \$800 I spent on her.

—Time.

* * *

If you want to make a success, quit making excuses.

WATCH PICTURES

I'd show the photograph I wear
Inside my watch, did I not care
What happened next. But if I did
He'd pull the picture of his kid
Or wife on me, and start to tell
A lot of guff I know so well—
How can a man so thoughtless be
When I'd discourse of Mine and me?

I wear a picture in my watch—
A reg'lar picture; not a botch!
It is the picture of my frau
When she was younger far than now.
I show the thing to other men
Who, if I do not leave just then,
Pull something of the kind on me,
Though why they do so I can't see.

I've learned to pick and choose my time
For pulling off this watch-case crime.
I wait until my train has blown
For whate'er stop I call my own,
Then show the picture quick and run
Before the other deed is done.
A deathless mystery it is—
Why he should wish to show me his!

STRICKLAND GILLILAN.

* * *

HOW ABOUT IT?

I love to watch the rooster crow,
He's like so many men I know.
Who brag and bluster, rant and shout,
And beat their manly chests without
The first damn thing to brag about.
—Exchange.

* * *

REFERRED TO JERRY

Youth: "I sent you some suggestions telling you how to make your paper more interesting. Have you carried out any of my ideas?"

Editor: "Did you meet the office boy with the wastepaper basket as you came up stairs?"

Youth: "Yes, I did."

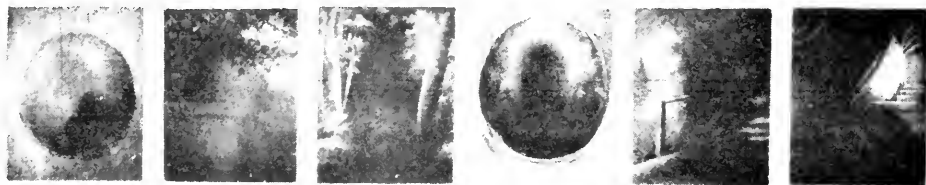
Editor: "Well, he was carrying them out."

* * *

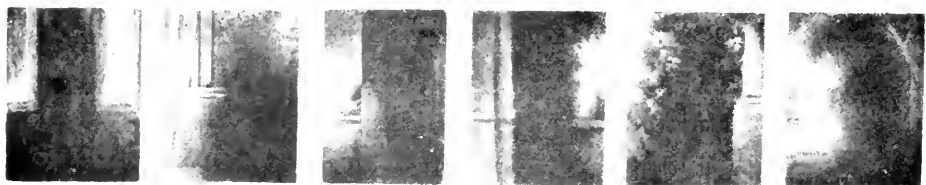
I admire any man or woman who accepts the inevitable responsibilities of life, and digs in.

"HELIOLETTES"

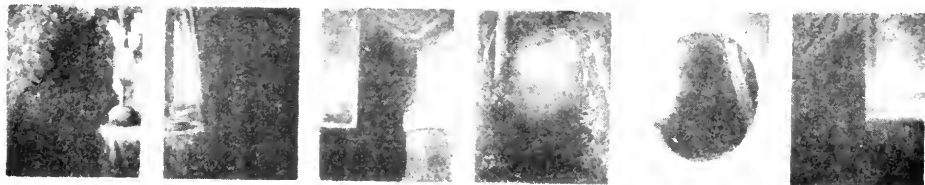
Serie I



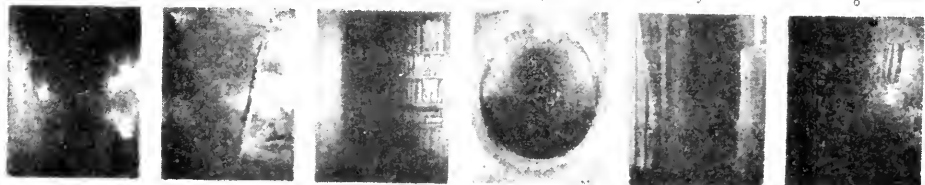
Serie II



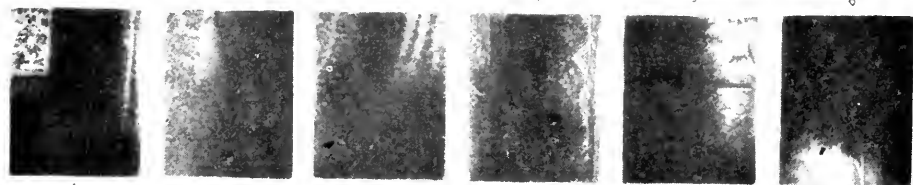
Serie III



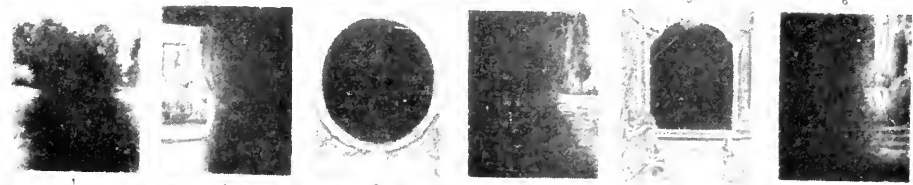
Serie IV



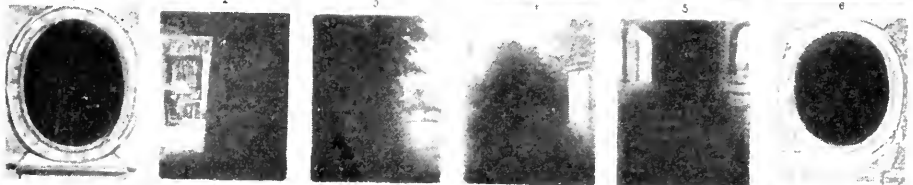
Serie V



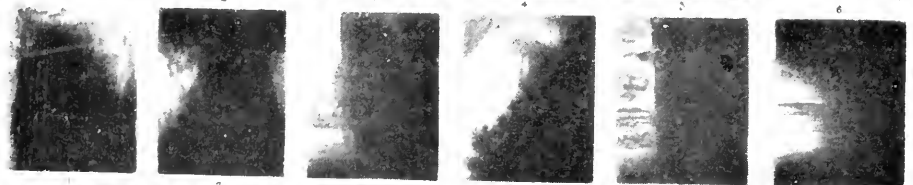
Serie VI



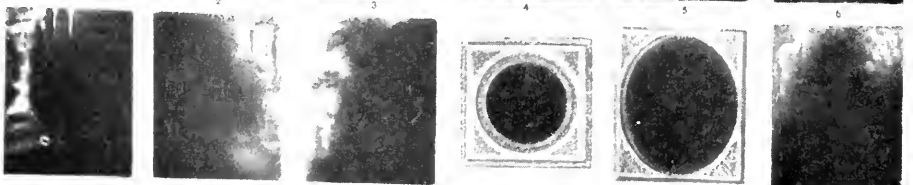
Serie VII



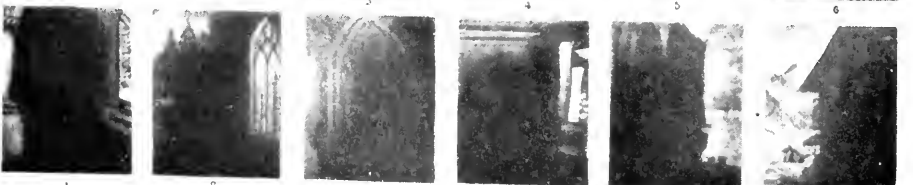
Serie VIII



Serie IX



Serie X



PRINT IN BACKGROUND

On the opposite page, we illustrate the numerous styles of print-in backgrounds we can furnish. They are made in thin, semi-transparent celluloid and are placed between the negative and the paper.

With Heliolite Film Backgrounds, you can obtain the most desirable results from ordinary negatives. Order by sizes, and series.

5x7	set of 6	\$4.00
8x10	set of 6	6.00

—o—

When you see a salesman coming,
With a smile upon his face,
A merry twinkle in his eye,
And he's headed for your place,
Do not set yourself "again" him,
But just let him "strut his stuff,"
Let him tell you his sales story,
Though it may be in the rough,

For these salesmen are all human,
And you should always do your part,
Helping him to spread the sunshine,
And to keep a singing heart.

—o—

PLACE YOUR ORDER NOW

A comparatively new annual publication. "Das Deutsche Lightbild," is a most interesting book. It consists almost entirely of illustrations by leading German photographers. A limited number of books will be printed for the American profession and these copies will contain texts in German and English.

The book will be released in the United States in October and the pictorial content will be more beautiful and startling than last year. The price is \$3.75 and because of a limited edition we urge you to place your orders at once.

TIME—LABOR—AND MONEY SAVING;

Easy to use; very economical and safe; prints of perfect gloss which dry quicker and flatter; an absolute prevention of sticky prints; always ready to do the work quick, safe, and right:

That Is

U N E E D O L

The new liquid squeegee lubricant

The best and cheapest thing you ever used. Guaranteed to give full satisfaction or money refunded.

Pint Can	\$.85
Quart Can	1.50

Made by:

KARIKA MFG. CO.

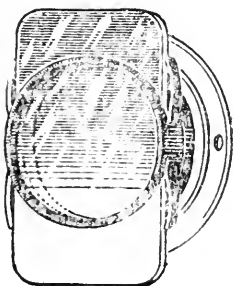
: : :

YALE, OKLA.

and sold by:

Leading Supply Houses

Iris Type Ramstein Graduated Sky Filter



The only graduated sky filter made of optical glass, ground and polished on both sides. The only one that does not contain gelatine, which is very unsatisfactory when used in connection with a lens.

The RAMSTEIN IRIS sky filters are constructed of two pieces of carefully selected glass, one yellow and one white, these are wedge shaped and fused together, no cement being used, they are then carefully ground and polished. The finished product being optically perfect with an even graduation from the white to yellow.

The specially constructed holder, fitting any lens, enables one to obtain any degree of graduation as well as the entire yellow portion. The yellow portion when used alone gives an exposure of about 3x.

New List Price, including holder

Metric Size	App. Size Inches		Metric Size	App. Size Inches	
20 mm.	13/16"	\$3.60	40 mm.	1-5/8"	\$ 7.30
25 mm.	1"	3.80	43 mm.	1-11/16"	8.30
28 mm.	1-1/8"	4.20	45 mm.	1-13/16"	9.00
30 mm.	1-3/16"	4.75	48 mm.	1-3/4"	10.00
33 mm.	1-3/8"	5.35	51 mm.	2"	11.25
35 mm.	1-5/16"	5.75	55 mm.	2-3/16"	12.50
37 mm.	1-1/2"	6.35	60 mm.	2-3/8"	13.75

The size given is the width or diameter of your lense hood. The length is almost twice this size.

Prices on larger sizes given on request

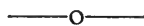
for sale by HIRSCH & KAYE
(Your logical source of supply)

SPEED

When the passenger service of the Western Airways Express Service was opened between Los Angeles and San Francisco, pictures of the planes and pas-

sengers were taken at either terminal at the start of the flight. When the planes arrived at the destination a few hours later, each passenger received a finished print of the negative made at the start, 400 miles away.

The Telephoto Division of the Pacific Telephone and Telegraph Co. transmitted the pictures.



A HIGH SPEED LIGHT FOR VERTICAL ENLARGING

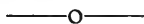
The lamp is of the T 20 type, 1,000 watts carrying reflector directly mounted on it. A 6 inch condensor is mounted approximately from one to two inches in front of the lamp with the flat side towards the light, and the convex facing the 14 inch condensers. This assembly is mounted about 12 to 15 inches from the large condensers, and moved back and forth until the circle of light projected by the small lens covers the 14 inch lens. This can best be determined by covering the face of the large condensor with white paper to permit inspection of covering power.

This entire outfit should be mounted very carefully, particular care being taken to see that the light, reflector, and lenses are all exactly on one axis. The projection lens should be from 8 to 12 inches focal length. Our experience has been that longer or shorter focus lenses than this do not give fully satisfactory results. There is a variation with different apparatus used, and the increase in speed will range from 100% to 800%.

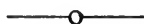
Barre Auxiliary Enlarging Outfit.
\$26.50

order today from

HIRSCH & KAYE



On August 7, 1839, Louis Daguerre introduced the art of photography when he announced to the French Academy of Science that he had been successful in making light register pictures on silver plates.



"Motion" is two-thirds of "Promotion."

DEFENDER FILM

Panchromatic

Displaying astonishing speed by artificial light exposure, Defender Panchromatic Film smooths the way for the advance of a new idea—"Panchromatic Portraiture."

And "Panchromatic Portraiture" is a long step in the direction of better portraits, of simplicity, and of the elimination of much of the doctoring between negative and finished print.



(Defender Film is made expressly for Defender by DuPont-Pathe Film Mfg. Corp., New York City.)

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

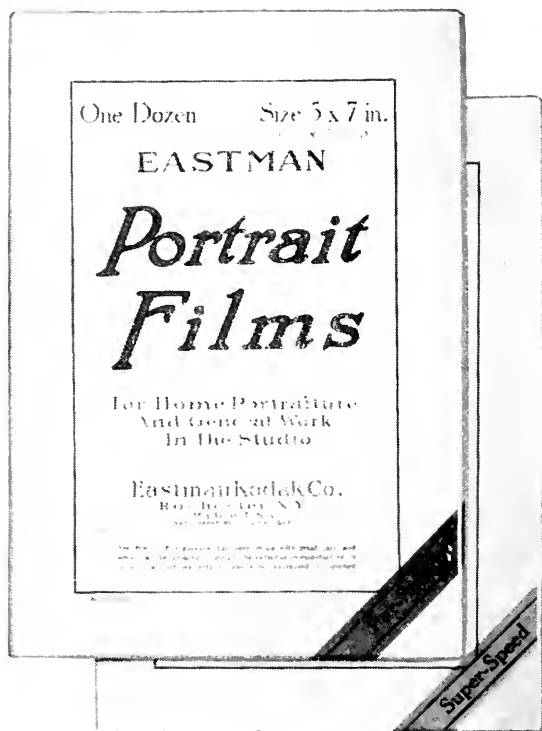
DEFENDER

Outstanding Film Quality

The long scale of Eastman Portrait Film enables you to reproduce a brilliant lighting from highlight to shadow without skipping a tone. And, due to the absence of halation, there is always that delicate detail in the highlights themselves which gives texture to the whitest drapery or the finest skin.

It's the quality of film results that has made Eastman Portrait Film the outstanding negative making material for portrait photography.

Eastman Portrait Film, *Par Speed*
and *Super Speed*, at your dealer's



EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

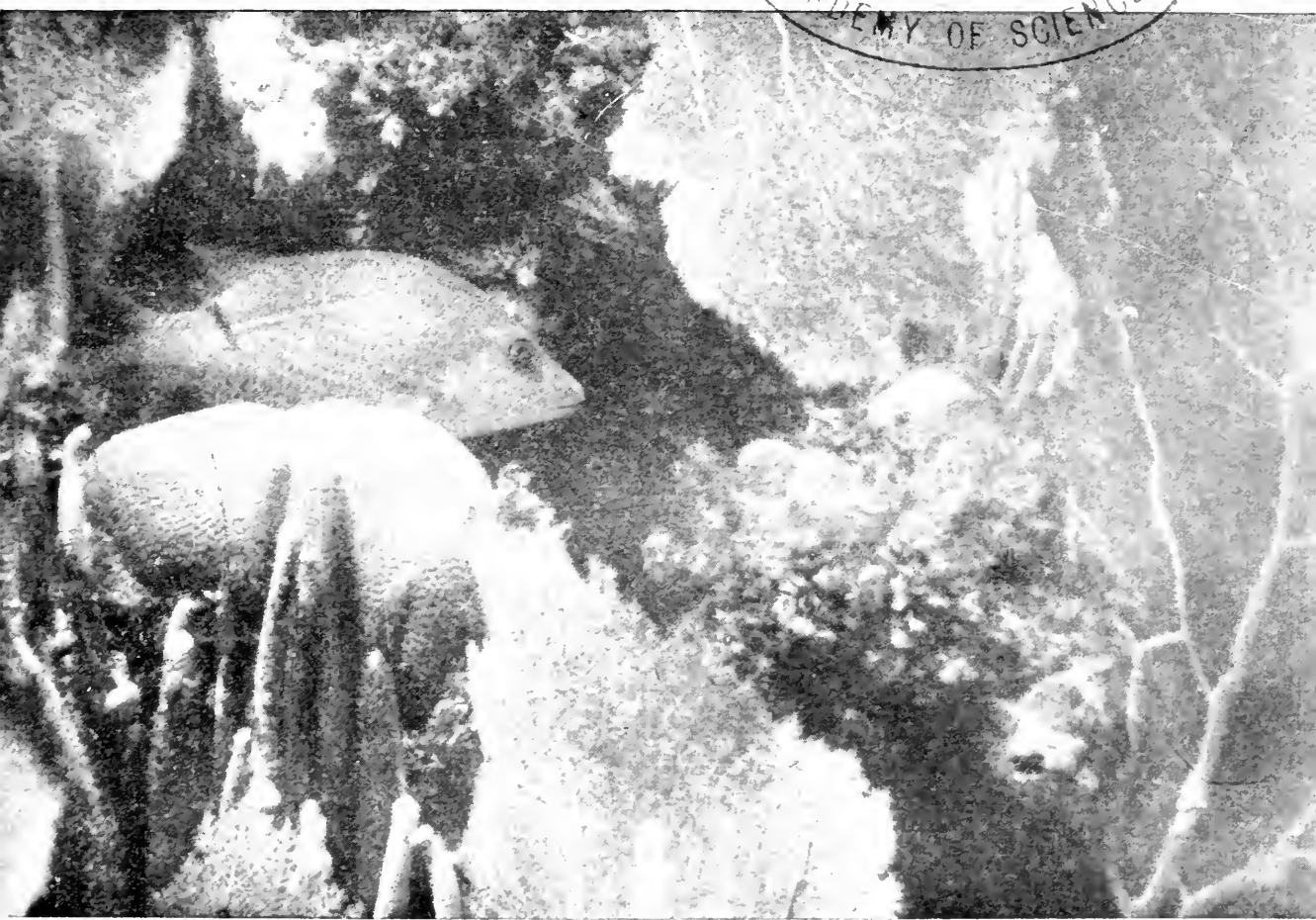
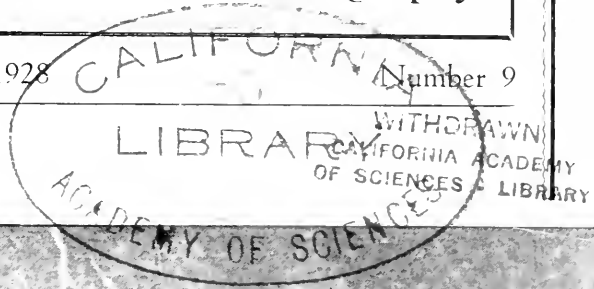
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

SEPTEMBER, 1928

Number 9



ENLARGEMENT OF MOTION PICTURE FILM (DEVRY CAMERA) TAKEN ON THE CORAL REEFS
OF PORT-AU-PRINCE BAY, BY FLOYD CROSBY—See page 13

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Agfa Color Plates

For photographic transparencies in natural colors. Extensively used in scientific and technical work, also for landscapes and portraiture. Adapted to any plate camera. An easy process, taking less time for complete result than black-and-white photography. Fully explained in Agfa Color Plate Book—new edition, revised and enlarged, just off the press. Very interesting; ask for it.

Noko Paper

For photo-finishing and commercial work—quality prints on a production basis, made possible by Noko uniformity and latitude. Glossy and Semi-glossy surfaces. You can't know how good a print the negative will make until you have tried it on Noko.

Professional Papers

Professional Cyko, Cylko, Crystal Stipple, Nippon Crepe, etc.—a wide variety of standard and individual surfaces coated with a rich emulsion for prints of great depth and beauty—making prints you look *into*, not *at*.

Agfa Ansco Corporation

BINGHAMTON, N. Y.

San Francisco Branch: 552 Mission Street

^{HT}E FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

SEPTEMBER, 1928

Number 9

: IN THE PROFESSION :



"Ed"

ALTA
STUDIOS



"Zan"

This month we have selected two photographers (brothers) whose work is different from the average studio.

In the extreme northwest corner of Michigan you will find Ishpeming. That doesn't mean anything to you, but it is the birthplace of Zan and Edward Stark. Evidently they did not stay there very long, because we learn that Zan took a four-year art course at Cincinnati, Ohio. (No, not the University of Cincinnati, Ohio, of Professor Schnitzel fame.) Meanwhile Edward showed a leaning toward a business career and entered the contracting business.

Many years previous, Grandfather Stark had journeyed to California, via oxcart, to seek his fortune as a miner. We don't know if he struck "pay dirt" but rumor has it that he lived to be over 100 years old, which is worth a trip to California.

This caused the boys to have natural boyish ambitions to be great generals and Indian fighters, and California seemed to be the land of their opportunity.

As a program would say—several years later.

Edward acquired a pasteboard box with a pinhole lens, that made glass negatives 2x2, and positive images were made from these on blue-print paper. Edward, the owner, was operator, while Zan was an obedient subject. This gradually developed an idea, and in 1915, their first studio was opened at 1028 Market Street, San Francisco.

They later moved to 111 Golden Gate Avenue, nearby, but were burnt out in a neighborhood fire in 1924.

They incorporated the Alta Studios for \$150,000 and enlarged their business till they had to seek larger quarters, now occupied at 1271 Mission Street.

Anything from a lantern slide to a movie contract can be handled, but a big portion of their volume is the sale of pictures of the human form. Their collection includes hundreds of poses by attractive models, well chosen, well posed, and few people, if any, can take exception to really artistic and dainty handling of a phase of photography frequently abused. We have seen their pictures and know whereof we speak.

Aside from photographs Ed is keen on radio sets, while Zan dotes over antiques, including his grandfather. Between them they are philatelic addicts. When a man has a few stamps of ordinary value he is a stamp collector, but when the stamps have great value, he becomes a philatelist.

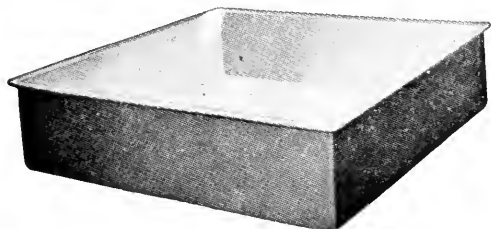
You are invited to visit the Alta Studios when in San Francisco.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

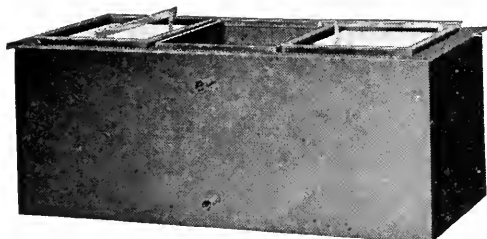
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

		10x12x5"
12x16x5"	16x20x6"	18x22x5"
18x24x6"	20x24x6"	20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned and Handled. Best Economizes solutions.

AMATEUR FINISHING OUTFITS. Roll Film and Circuit work. Enormous daily output.

Enamel Water-jacket 1 developing tank. 1 fixing tank. Middle space for washing and rinsing. Circulating water—for temperature regulation.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

TIME—LABOR—AND MONEY SAVING;

Easy to use; very economical and safe; prints of perfect gloss which dry quicker and flatter; an absolute prevention of sticky prints; always ready to do the work quick, safe, and right:

That Is

U N E E D O L

The new liquid squeegee lubricant

The best and cheapest thing you ever used. Guaranteed to give full satisfaction or money refunded.

Pint Can	\$.85
Quart Can	1.50

Made by:

KARIKA MFG. CO.

: : :

YALE, OKLA.

and sold by:

Leading Supply Houses



Things you should know---

Autotype Carbon Tissue

The Autotype Carbon is furnished in over forty different colors of tissue and transfer, making possible a very wide range of combinations suitable for any subject. The fact that carbon prints are inexpensive to make and absolutely permanent should appeal to everyone.

INSTRUCTIONS

The tissue furnished, either in bands or packages of a dozen sheets 5x7 or 8x10, is unsensitized. The first step is to sensitize the tissue. This is most easily accomplished by using the special Spirit Sensitizer. This is very easily applied and the tissue can be printed within a few hours after sensitizing. Follow the instructions on each bottle of Sensitizer.

There are two methods of transfer, single and double. With the single transfer process the image is reversed from right to left, and where this is a matter of no moment the single transfer process is generally used.

SINGLE TRANSFER PROCESS

The negative to be printed is first bound around the edge with a strip of black gummed paper, or a mask is used over the negative so as to insure a "safe" edge, thereby preventing the edge of the tissue from being exposed to light while printing. The printing process is the same as making ordinary P. O. P. prints. As the image does not appear on the tissue, it is necessary to determine the length of exposure either by the use of an actinometer or by selecting a negative of similar density and making a P. O. P. print at the same time the tissue is exposed. Expose until the P. O. P. print is fully printed. When printed remove the tissue from

the frame in subdued yellow light and place in a tray of cold water; next take the sheet of single transfer paper selected and place in the same bath. As soon as the tissue becomes limp bring the pigment surface in contact with the coated surface of the transfer paper, lift out together, place on the squeegee board, and by means of rubber squeegee remove all air bells; then put under pressure for about twenty minutes.

TO DEVELOP

Place the adherent pieces in warm water (temperature 105 to 110 degrees Fahr.) of the developing tank; as soon as the warm water has softened the gelatine, which is known by its beginning to ooze out from the edges of the picture, skin off the paper upon which the pigmented gelatine was spread and throw it away; then wash away the soluble gelatine in which the picture is buried by splashing the warm water upon it with the hand; in a few seconds it will begin to appear, and in a very brief space will be fully developed. The development is stopped by placing in cold water.

To thoroughly discharge the sensitizing salt and to confer insolubility upon the finished print, the print is taken from the cold water and placed in a dish containing a 5 per cent solution of alum for ten minutes; a final rinse in cold water completes it, and it may be hung up to dry a finished picture.

THE DOUBLE TRANSFER PROCESS

For negatives made in the ordinary manner, an additional operation becomes necessary, for if the printed tissues were laid down at once on its final support, as in the single transfer process, the picture would be inverted—i. e., objects on the left hand, for instance, would appear in the picture to be on the right, and *vice versa*. (See page 11.)



gevaert



Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

“GEVAERT”

*is always specified by the photographer
who wants the BEST*

*Descriptive Catalogue on Request
Address Dept. No. 8*

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 W. 55th St. New York City

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413-421 N. State St.,

Portland, Ore.
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347-49 Adelaide St. W.

Dealers in Principal Cities of the United States

NOVABROM { *The Standard Bromide Paper for
Every Phase of Photography.*

Announcing Ad-Type Paper

Commercial photographers will welcome the introduction of Ad-Type, a single weight paper, without baryta coating.

Ad-Type will stand an unusual amount of rough-handling, and the finished print will not curl. Because Ad-Type folds without cracking, it will be

in demand in making up salesmen's portfolios, in copying charts, letters and manuscripts.

Four degrees of contrast are supplied, Nos. 2, 3, 4 and 5.

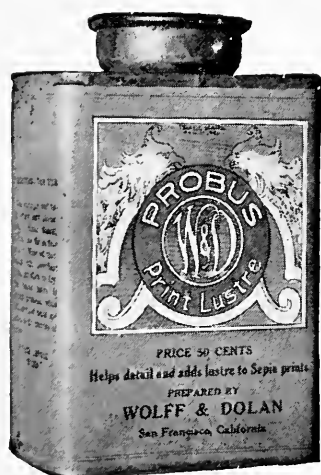
Ad-Type is supplied in eight standard sizes at the following prices:

AD-TYPE PAPER	GROSS	500 SHEETS
8 x 10	\$ 5.00	\$ 16.60
9 x 11	6.20	20.60
10 x 12	7.50	24.95
11 x 14	9.55	31.75
14 x 17	14.60	48.50
16 x 20	19.60	65.15
20 x 24	29.00	96.45
30 x 40	74.35	257.20

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PROBUS PRINT LUSTRE

Adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of Artura, Vitava, Cyko, Defender and other developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia-toned or redeveloped papers. Invaluable for cleaning soiled photographs or renovating old prints for copying. Unequalled as a negative varnish and retouching medium. Once used PROBUS PRINT LUSTRE will be found indispensable.

Half pint tin 65 cents

FOR SALE BY

HIRSCH & KAYE

239 GRANT AVENUE

SAN FRANCISCO

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievable small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

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SINCE 1891
THE EMULSIONS ON
Hammer Plates

ELIMINATE HOT WEATHER TROUBLES

Dependable under all trying Summer conditions. Their Snappy, Firm Films develop and dry quickly, without frilling.

COATED ON CLEAR, TRANSPARENT GLASS



Hammer's Booklet, 10th edition, mailed on request

Hammer Dry-Plate Company

Ohio Ave. and Miami St., - - St. Louis, Mo.
159 West 22nd Street, - - New York City

SUCH IS FAME

Several years ago, Firestone, Ford, Edison, and Burroughs were touring West Virginia. A light on their car went bad, and they stopped at a little crossroads store in the Buckhannon section. Mr. Ford went into the store to make the purchase.

"What kind of automobile lights do you have?" said Ford.

"Edison," replied the merchant. "I'll take one," said Ford, "and by the way, you may be interested to know that Mr. Edison is out in my car."

"So?" said the merchant.

When the light was put in it was found that a new tire was needed, so Ford went back into the store and asked what kind of tires the merchant had.

"Firestone," was the reply.

"By the way, you may be interested to know that Mr. Firestone is out there

in my car, and that I am Mr. Ford—Henry Ford."

"So?" said the merchant, and let drive a long squirt of tobacco juice against the wall.

While the merchant was putting on the tire, Burroughs, who had white whiskers, leaned out of the car and said, "Good morning, sir."

The merchant looked up at him with a grin full of sarcasm and said:

"If you try to tell me that you are Santa Claus I'll be damned if I don't crown you with this wrench."

THE EDITOR ASKS A FAVOR

If your FOCUS comes to you through the mail, please make sure that we have your correct name and address. A post card addressed to the Editor will do. The FOCUS will then continue to bring to you the latest news and developments in photography.

Thank you.

RETURN FROM AFRICAN WILDS

Mr. George Eastman, head of the Eastman Kodak Company at Rochester, N. Y., has returned from an extensive tour of the African wilds accompanied by Martin Johnson, noted Big Game Hunter, and Mrs. Johnson. Although they brought back many valuable specimens for the Rochester Museum, they also secured many interesting and valuable pictures of everyday life of the strange people that inhabit the Sudan and Congo Regions. During the trip most of the "Shooting" was done by the camera and many unusual photographs were taken during the expedition.

A COLLECTION LETTER

Mr. Joshua Furrows.

Dear Sir:

Who bought a riding plow of us last fall? You. Who said they would pay for it when the crops were sold? You.

Now, what we want to know—who is the dirty-no-account, good-for-nothing bum? Send us your check by return mail or we will tell you what we think of you.

Yours truly,

Moses Steinberg.

THE ANSWER

Deer Mister Steinberg: I got your letter about what I owe you. Now be pashunt, I ain't forgot you. Pleees wate. When sum fools pay me I will pay you. If this was jujment day and you was no mo' prepared to meat your Maker than I am to pay your bill now you sho' would go to hell.

Trusting you will do this for me, I am

Yours truly,

Josh Furrows.

(Recorder)

Thank you for your usual unfailing courtesy, that I have benefitted by for seven or eight years, and which is unequalled on the Pacific Coast, Hirsch & Kaye stand supreme for courtesy, service, and integrity.

M. J., Los Angeles.

Two New LAMPS THE SUNBEAM

An Improved Portable Arc Lamp for the Photographer and Movie Maker

The Sunbeam is the latest in portable arc lamps at a popular price

The ten-inch aluminum reflector projects all of the light rays directly on the subject. Compactness and portability have been attained without sacrifice of light volume because of scientific construction.

For the Commercial Man
For the Home Portrait Man
For the Portrait Photographer
For Amateur Movie Makers

For Therapeutic Purposes —
The Sunbeam Arc Lamp fills the need for a low-priced portable, ultra-violet light for use in office or home in the treatment of arthritis, rickets, diseases of malnutrition, skin diseases and other cases where ultra-violet radiation is called for.

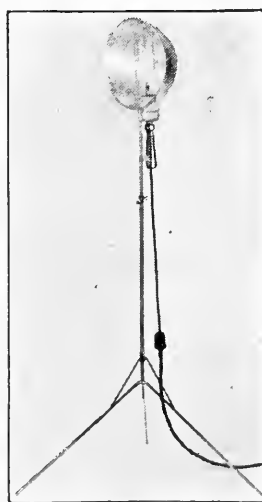
Sunbeam Arc Lamp complete with built in rheostat weighs only 39 ounces

PRICES

Sunbeam Lamp with 15 ft. of cord, net, each, \$15.00
6-ft. Nickel plated Folding Stand for above, net 2.50
Sunbeam Carbons (double length) for photographic use, net, per dozen 1.00
Sunshine Therapeutic Carbons, doz. net . 1.80
Black Fibre Carrying Case to hold 2 Sunbeam Lamps and two stands, wiring, etc., net 9.00



View of Sunbeam Arc Lamp complete with stand



THE REXO NITRO LAMP

A real handy light for commercial work, home portraiture, general studio lighting and motion picture photography.

The light is a concentrated soft white light from a 1000-watt nitrogen bulb, properly reflected to give the maximum light.

Its portability makes it specially useful to the commercial photographer. Its compactness enables him to get good negatives when photographing machinery or other difficult subjects which he cannot get with ordinary lighting equipment.

PRICES

Nitro Lamp with 10 ft. of cord and plus, net \$15.00
6-ft. Nickel Plated Stand, net 2.50
1000-Watt T 20 Clear Bulb, net 6.50

A POWERFUL LIGHT AT A LOW PRICE

BURKE & JAMES, Inc., CHICAGO



WHY A WIDE ANGLE LENS?

In taking photos of a wide field of view when confined to limited working space, no lens serves as well as a wide angle lens, or our

Series IIIA Extreme Wide Angle f12.5

which covers sharply the size listed at an angle of 90° . By the use of a smaller diaphragm stop it can be used on the next size larger plate resulting in an angle of 100° .

Let us send one to you for trial

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

CARBON TISSUE

(Continued from page 5)

To remedy this, the exposed tissue is laid down on the temporary support and then transferred to the final support. The general instructions given for the single transfer are the same, except that overprinting should be avoided.

After placing the print in a cold-water tray a sheet of temporary support should be placed in the same tray and allowed to remain until it becomes perfectly flat before the tissue is squeegeed to it. The print is then developed, rinsed in cold water, put in the alum, then rinsed in cold water again, then dried as in the single transfer process.

The double transfer paper for final support is soaked in cold water for about an hour, and then put in the water at about 90 deg. Fahr. for two minutes. Be careful all airbells are removed. The dried print on its temporary support is then placed in cold water until limp, taken out and placed face uppermost on a squeegee board. The final support is then placed on back and lightly squeegeed into contact. The adhering papers are then hung up and allowed to dry. When perfectly dry the temporary support is easily removed by pulling apart. It can be rewaxed and used over and over again.

Rubber Squeegees



Suitable for all photographic processes; squeegeeing prints on glass or ferrotype plate; also for use in the carbon process.

	Light weight	Professional
4½ -inch	\$.70	
6 -inch75	
8 -inch75	1.30
10 -inch	1.00	1.75
12 -inch	1.15	1.90

CELLULOID FOR CARBON MAKERS

For the convenience of those who make carbon prints, we carry a supply of this material, white matte surface of the correct weight, supplied in full sheets 20 x 50. \$2.30 each. Smaller sizes supplied as wanted.

See Bargain Page, 19, for bargains in carbon tissue.)

AUTOTYPE CARBON SUNDRIES

Waxing Compound, for solution in turpentine. Per cake	\$.40
B—Chart, with Prints showing 30 Color Varieties	1.00
Storage Boxes 5 x 7 and smaller	5.75
Storage Boxes 6½ x 8½ and smaller	7.75
Storage Boxes 10 x 12 and smaller	12.00
Storage Boxes 12 x 15 and smaller	15.00
Actinometers, Johnson's (giving a single tint)	2.20
Actinometers, Sawyer's (giving a numbered series of tints)	4.75
Actinometers, Burton's (a graded series of miniatures negative)	5.75
Actinometers, Disc	1.00
Autotype Spotting colors (to match any color tissue,) per pan90
Autotype Carbon Spirit Sensitizer, per bottle75
Books A. B. C. Guide to Autotype Carbon Printing75
First Steps in Autotype Printing25
Martin's Quick Method of Carbon Printings Trans. Process50
Carbon Printing by Martin	3.50

TRIAL SETS OF CARBON PRINTING MATERIALS

Prices of Trial Sets

No. 1 Outfit for 5 x 7	\$1.75	Postpaid
No. 2 Outfit Complete for 5 x 7	5.75	"
No. 4 Outfit Complete for 8 x 10	8.00	"


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to imported
Metol at its
Best.”*

and at



Domestic Prices

IN this way, *Mallinckrodt's* Pictol was described by one of the government bureaus. It gives 

1. Better Tones
2. Greater Detail

and develops gradually and steadily. It is so superior in every respect that it is making new friends every day.

A sample will convince you of its many advantages. Send 25c for a one ounce bottle.

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A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Wonderful Performance of De Vry Camera Under Trying Conditions

By JOHN TEE-VAN

General Assistant, Department of Tropical Research of The New York Zoological Society

As the work of the Haitian Expedition related almost entirely to the study of fishes and their habits, very little time could be devoted to photography alone. Under such conditions it was imperative that the underwater motion picture camera be simply made, easy to operate, not too large or heavy, and yet capable of doing the most exacting work under the surface, using sunlight only as an illuminant.

Such a camera was made before we left New York for Haiti as the result of plans worked out.

In brief, it consisted of a brass, water-tight case, into which a camera was inserted. The camera chosen was a motion-driven De Vry, using standard 35. mm. film and equipped with its regular f. 3.5, two-inch focal length lens, and a two-inch f. 1.9 lens. It was selected after careful consideration of the smaller, motor-driven cameras mainly because of its shape—a rectangular box, about which it would be simple to fit a brass case. The choice was justified by the mechanical operation of the camera, as it performed perfectly and did everything that was required of it.

The outer water-tight, brass case that allowed the camera to be taken below, consists of a rectangular box with outside dimensions as follows: length $12\frac{1}{4}$ inches, height $7\frac{7}{8}$ inches, width $5\frac{1}{4}$ inches, made of $\frac{1}{4}$ inch thick brass, recessed on both sides and top wherever it could be done without weakening the structure, so as to lessen the weight as much as possible. The box and camera loaded with film and ready to go under the surface weighs 39 pounds.

The front end of the case contains a glass port $2\frac{1}{16}$ inches in diameter and $\frac{1}{4}$ inch thick, through which the photographs are taken. It is centered of course, with the axis of the lens and the center of the film. Space was left in front of the lens for filters, but they were not used during the expedition.

The rear end of the box is open so that the camera can be inserted. It is closed by a brass lid held tightly in place by ten butterfly-nuts—a large rubber gasket being inserted between the lid and the box, making the joint so tight that not a single drop of water entered the camera during the months that it was used in Haiti.

A small handle placed on top facilitated carrying the box and was of utmost importance in lowering the camera, by means of a rope to the diver.

On the right side of the case is the lever which controls the starting and stopping of the camera. The other and inner long bar was forked at its distal end and fitted about the starting button of the camera. To make this possible, the starting button supplied with

the camera was removed and one shaped like a flattened spool was fitted in its place so that it would slide between the two tongs of the fork. Thus when the outer lever was pushed downward the starting button moved down and the camera photographed, and when it was pushed upward it stopped.

Because the starting lever did not move more than $\frac{3}{8}$ of an inch at its outer end, it was decided that all motion could be taken up by utilizing the stretching qualities of a large disk of heavy rubber, and that it was unnecessary to make a stuffing box to avoid leaks at the joint. This disk was held in place with the aid of a brass ring, and firmly cemented to the case at its periphery. At its center, it was cemented between and held in place by large flat washers, the lowermost part of which was part of the bottom of the U. Thus when the starting lever moved downward the rubber merely stretched a little around the circle. This joint, as can be seen is simple and fool-proof, the only possibility of a leak being through the rubber, and when two sheets are used the likelihood of this happening is not very great.

As the camera box is not a perfect rectangle, having protuberances such as starting buttons, finders, etc., it does not fit the box exactly, to prevent the camera rattling, thick pieces of rubber, an inch wide and a half inch thick and as long as necessary were inserted on the sides and top. These were removed every time the camera was taken out of the case, but they are now being incorporated as part of the brass box.

Using the camera in the field usually resolved itself into the following procedure. A reef having been found where conditions such as adequate scenic efforts and sufficient numbers of fish could be found, the photographer went down in his helmet and selected a suitable background or place to photograph. After choosing the spot he measured off the distance to where the camera was to be placed, appraised the amount of light, and ascended to the surface. The camera was then loaded with film, wound up, the lens set, because of the refraction of the water, to two-thirds the distance measured below, and the diaphragm adjusted to whatever aperture was considered necessary.

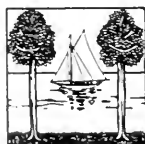
The diaphragm setting employed during most of our photography at depth of 8 to 15 feet between the hours of 10:30 and 1:30 with bright sun as near overhead as it could be was between f. 5.3 and f. 8 using f. 3.5 lens. Although we possessed a lens with an aperture of f. 1.9 we found that fully exposed negatives were obtained using the exposure mentioned. The speed of the camera, of course was standard—16 exposures a second.

(See page 15)

Looking into the Picture

SOME photographs you look AT—others you look INTO. And the smoothest conversation in the world will not persuade a customer to choose the first when he has seen the second.

The secret of the demand for Agfa Portrait Film and Agfa Ansco papers is simple enough. It lies in the ease with which the photographer using them obtain the brilliant softness and rich depth of modeling which make the portrait seem alive.



AGFA ANSCO CORPORATION

Binghamton, N. Y.

Group Pictures

(See page 7—July issue)

Referring to the communication published in your ever welcome FOCUS relative to free group work for High Schools, I would say that I am thoroughly in accord with the writer—indeed so much in accord with it that I have decided to do no more of it for it is not only a profitless job but a thankless job also. If we can't land the contract without doing from \$100 to \$150 worth of work for nothing let us do without it—but we don't need to do without it, for if we all agree to make a reasonable charge as was suggested in the communication referred to, we will stand just exactly the same chance of getting the work as we have had while doing group work gratis. This is a matter which might well be taken up at the coming convention, and let me add that the consideration of such practical matters in a prompt and efficient way would do a very great deal to make our "P. I. P. A." more popular with the Craft and do more toward solving the every day bread-and butter problem of the average photographer that lengthy discussions on Visionary Schemes or lectures on cost accounting—for after all the actual cost has little to do with the selling price of portraits—Eh, what?

I feel that I would fall far short of my duty did I not express to you my appreciation of your admirable house organ THE FOCUS which with its timely notes helps me to keep in touch with many of my fellow craftsmen and with its light pleasantries brings many a smile to lighten the day's work and of course there's the "Ads" without which we would not know what to spend our money on, and "Sunkissed Jerry." God bless his freckles. May they never fade until his grandchildren kiss them away. That's all.

W. G. C. DINUBA.

A Submarine Camera

(from page 13)

After the adjustments were made, the photographer descended and the camera was lowered to him. He then placed it on a tripod having a metal top—the metal being mostly to prevent the tripod floating away. The fish were baited if it was necessary to concentrate them in one spot, and the photographer pressed the lever whenever he felt that it was worth while. The absence of the slight vibration of the camera indicated when the spring had run down and the camera stopped. It was then sent to the surface, rewound or new film inserted if necessary, and again sent below. The camera contained 100 feet of film and ran for 50 feet on one winding.

Panchromatic film was used, without filters, for under water work—the film being supplied with extra long red leaders and tail pieces. The pictures were unusual and excellent.

You can obtain a DEVRY Motion Picture camera, from HIRSCH & KAYE. (on terms if desired). Write for catalog.

MOTAX INTENSIFIER

One simple solution. Strengthens the negative to any degree of intensification, without losing quality in half tones and highlights. Will not granulate the film. Keeps indefinitely,
Price per 4 oz. bottle \$0.50

The goods ordered by wire yesterday afternoon at 2 p. m. arrived this morning at eleven, in good condition. I take this opportunity to thank you for your prompt attention and courtesy in connection with this order. This is the kind of SERVICE that touches the spot.—W. A. S., Taft, Calif.

Thank you very much for the sample mounts. The excellent service and personal interest you people take in your customers is greatly appreciated, I am sure.—L. C. F., Manteca, Calif.

Our Salesmen Tell Us ---



R. E. DERBY

The San Francisco Portrait and Frame Company is now located at 1023 Golden Gate Ave. They have much larger quarters in their new location.

--- --

An 8 pound boy arrived at the home of Mr. and Mrs. Bocari on July 17. Mr. Bocari is the owner of the B and G Studio, across the street from Hirsch & Kaye.

--- --

Harry Field took an extended vacation during July. He was well entitled to it as he has been paying close attention to business for long hours at a time.

--- --

W. W. Swadley, San Francisco's marine photographer, has a new girl for his office. That is, she'll be at the office later, because she arrived for the first time at the Swadley home on July 19.

--- --

W. J. Prater, who already has a studio in Richmond, has purchased the Dore Studio on Mission Street, San Francisco. This is one of the oldest studios in the district and Mr. Prater plans to spend his time there, tho he will also supervise his Richmond studio. An ambitious program.

--- --

Miss Hortop, owner of the St. Francis Studio, San Francisco, is now back at the studio after an operation on her throat.

--- --

Charles Weidner, a well known and popular photographer, suffered a painful but fortunately not serious accident, being struck by an automobile while crossing the street near his studio. He was confined to his home for a period, and luckily no permanent disability will result.



WM. WOLFF

Some of the older generation of photographers will recall Charles Rassmussen, who a quarter of a century ago, operated a studio on Market street, and later on Post street, in San

Francisco. Mr. Rassmussen, who now conducts a prosperous studio in Riverside, was a recent visitor, and his looks are evidence that the Southern part of the state agrees with him.

--- --

Twenty-five years ago the California Association of Photographers held a convention and photographic exhibit in Mechanics' Pavilion, this city, in September. The committee in charge of the affair included F. A. Webster, M. M. Morrison, Dave Mullender, H. G. Vaughan, O. H. Boye, H. W. Oliver, Louis Thors, William Lussier, I. W. Taber, E. L. Bowman.

How many of these do you or did you know? —o—



H. L. BUSH

Just got back from Reno. There on business of course. It is the same old town. The one place where the "Old West Still Lingers." Went into one of the places where the "bones" roll and the wheels spin. Saw a young lad drop \$2800—all he had. He had sold a little ranch the day before. I last saw him shuffle off down the street—"washed out"—busted.

--- --

Carol G. Land, of Placerville, has also received delivery of a new Beattie Odeta and so has Eugene Giroux & Son, of Marysville, and Thomas Shoob, of Turlock. You folks who haven't Beatties had better get in the band wagon.

Our Salesmen Tell Us ---

J. H. Eastman, of Susanville, is sporting a new Oldsmobile. He proved to my satisfaction that it will take anything but a stone wall on "high."

--:--

Donald S. Mains and wife, of Visalia, were in to see us during the middle of August. They were headed for Fort Bragg and the timber country.

--:--

Ernest Forsmark, of Merced, lost a good Dagor lens recently. He was taking aerial shots for Frank Robinson and the wind blew it off the camera from a two thousand foot altitude. Ernest says he has crawled on his hands and knees over forty square acres of land searching for it and has about decided it went down a chimney.

--:--

B. J. Franklin of Corning had a similar experience while "shooting" above town during the recent Ford Reliability tour. His experience differed only in that his loss was a 5 x 7 Graflex magazine.

--:--

Mrs. C. C. Green, wife of the popular Salinas Photographer, is suffering from a compound fracture of her left arm, occasioned by a severe fall in the Studio reception room. The doctor observes a steady improvement.

--:--

W. Frank Goodner, of Reno, does the unusual things of photography well. No better evidence of this can be cited than his recent recognition by the Second International Photographic Salon of Japan held during the month of May in Tokyo and Osaka.

--:--

American photographers submitted 545 prints, or works, as the Japanese term them. Of this number 74 were selected for exhibition. Mr. Goodner forwarded three prints to the Salon and all were accepted and hung. In the parlance of baseball we would say this is batting a thousand per cent.



H. F. PETERSEN

It's a funny thing that when Cupid hits his mark he generally Mrs. it. The latest member of the photographic profession to rise (or fall) to the occasion, Francis Crowl, was married July 21st to Miss Alta Bristol. The smitten one has been associated with the Berkeley Commercial Photo Co. for several years. He certainly slipped it over on his friends, including his employer, calmly announcing one morning that he was a benedict, and that's that. Congratulations!

--:--

E. J. McCullagh, of Berkeley, had a serious operation and spent some time in the hospital. He was operated on for something with a Latin name. He is doing well, however, considering the seriousness on his case. In fact, he surprised the doctor by his quick pick-up. We are glad he is doing so well.

--:--

C. M. Williams, formerly with the Photo section of the Southern Pacific, is now helping A. G. Schreiner, of Oakland, hold down the fort.

--:--

Everybody knows what a mustache is, and has seen one. But not everyone has seen the particular one about which I am now speaking. It's owned and operated by Ford E. Samuel. He had a little trouble getting it started on account of the wind blowing it off, but it's a pretty fair mustache now, considering its shape.

--:--

Miss Kathleen Dougan has just moved to her new studio at 1829 Spruce St., Berkeley. The building was designed especially for her and can be described only as very unique. The place is really beyond description and only a photographer of three dimensions could do her place justice in pictures.

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Photographic Prints Executed in
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The only complete book of instructions
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color harmony, and color composition.
It enables the novice as well as the ex-
perienced colorist to master all the
details of the work. All dealers.

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An unexcelled reducer, applied
with a cloth or a tuft of cotton.
Skilled negative workers will not
be without it.

Per tin, 25 cents

Don't seek experience; you'll get
enough of it if you just let nature take
its course.

Most of us work all right after we
get started, but we're hard to start.



**Artist
Smocks**

Easily cleaned,
they are neat in
appearance.
Add professional
dignity to
your studio and
comfort to your-
self. Colors, tan,
green and blue.
Sizes 34 to 44
\$2.75 each

TRAVELING MEN

Runner, drummer, salesman, traveling man, commercial ambassador or just an order-taker—regardless of the cognomen used, this man who comes to you to sell you merchandise is a factor not only in the development of your business, but your community as well.

The traveling man comes to you to renew your enthusiasm, your belief in life. He is a smiling example of optimism. His smile is worth more to you than the profit you make on the merchandise he sells you.

Contacting as he does innumerable places more or less like your own his advice should be sought and compared with that of his contemporaries. If you let him he will become your contact man as well as that of the house he serves.

By this we do not mean that he is a tale-bearer. He is a gossip only in the sense of giving valuable tips to men, who because of their calling do not have the same opportunity to observe here, there and everywhere.

Who is it that urges you to change your window displays? Who is it that tells you about the great preparations being made for your convention?

And who, we ask, after you get to that convention, is by your side to see

that you thoroughly enjoy yourself? Who is it that urges you to read your business papers so that you may continue to improve your methods?

It's a traveling man. That courteous, self-reliant gentleman who makes the 2 A. M. train, who drives forty miles through mud, sleet and snow to tell you what's what and who's who.

You say he has selfish motives. Well, haven't we all? It's human to be selfish—none of us are in business for fun alone or purely to help someone else. But the traveling man is not selfish in a niggardly way. On the contrary, he approaches an ideal of unselfishness nearer than do the larger number of us.

In fact, being a student of human nature and being constantly in contact with both rural and metropolitan atmospheres, he has learned long ago that selfishness does not pay dividends; and, in that larger, broader sense he is as far removed from pessimism, a form of selfishness, as it is possible to be.

Think back for a moment. How many traveling men have discouraged you? The score is in favor of the latter—a forfeit game 9 to 0.

Peddlers? Order-takers? Not on your life! Disseminators of optimism, dispellers of gloom, builders of business—*traveling men!*

WORK

*Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market place or tranquil room;
Let me but find it in my heart to say,
When vagrant wishes beckon me astray,
"This is my work; my blessing, not my doom
Of all who live, I am the one by whom
This work can best be done in the right way."*

*Then shall I see it not too great, nor small,
To suit my spirit and to prove my powers;
Then shall I cheerful great the laboring hours,
And cheerful turn, when the long shadows fall
At eventide, to play and love and rest,
Because I know for me my work is best.*

Henry van Dyke.

Voigtlander

Heliar Lens



PREFERRED for
its Versatility the
World Over

AMONG the more pains-taking photographers the world over, the Voigtlander Heliar F:4.5 Lens is considered the leader for studio work. It is preferred alike by the portrait and the commercial photographer—each of whom finds the quality he needs most incorporated in this ideal lens.

Heliar is the product of a world-renowned lens organization, established in 1756—pioneers of many of the best-known lenses and optical instruments in use today.

It is unrivalled for critical, brilliant definition, flatness of field, speed and covering power. And it is popularly priced.

No.	Focus	Size	Price
3A	8¼-inch	5 x 7	\$ 65.00
4	9½-inch	5 x 8	90.00
5	12 -inch	6½ x 8½	130.00
6	14½-inch	7 x 9	170.00
7	16½-inch	8 x10	225.00
8	19 -inch	10 x12	265.00
9	24 -inch	11 x14	550.00

Hirsch & Kaye

OPTICAL DEPARTMENT

This is to remind our readers that in addition to our photographic department, we also maintain a separate and complete optical department.

Eyes are examined with the aid of the most modern instruments. It is surprising how much our optometrists can tell you about your eyes without asking more than a few questions.

A portion of our third floor is devoted to a lens grinding shop that is second to none in San Francisco. Lenses of special as well as stock size and specifications are ground, polished and fitted to their frames.

We also carry a large stock of finest quality artificial eyes, both shell and reform types, and can, in almost all cases, match color and size. Binoculars, field glasses, barometers, and thermometers are carried in stock in variety.

When you need optical service, it will pay you to get in touch with Hirsch & Kaye.

I have got the Beattie Light working in good condition and have taken portraits of several children with it. I find that it is very fast because with skylight I had to time portraits of children so as to get detail. Now I don't have to do that but snap them when they are in a cute or nice posture. One little girl brought her little kitten to the studio and I took a good portrait of her with the kitten. It was her birthday and she was very proud of it.

C. L., Placerville, Calif.

Before "UNEEDOL" is used, the ferrotype tins should be cleaned with warm water—repeatedly if necessary—to rid them of previously used squeegee preparation. Especially is this necessary where the solution used previous contained wax or parafin. The very slightest trouble of sticking is a sure sign, that the plate has not been cleaned thoroughly.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda.....	Box 2206, The Focus	Placerville.....	Box 2131, The Focus
Jackson.....	Box 1023, The Focus	San Bernardino.....	Box 2122, The Focus
Los Angeles *.....	Box 2211, The Focus	San Francisco **.....	Box 2208, The Focus
Merced.....	Box 2124, The Focus	San Leandro.....	Box 2216, The Focus
Oakland.....	Box 2143, The Focus	Santa Paula.....	Box 2164, The Focus
Oakland.....	Box 4142, The Focus	Stockton.....	Box 2197, The Focus
Palo Alto.....	Box 2153, The Focus	Turlock.....	Box 2109, The Focus
Palo Alto.....	Box 2104, The Focus	Ventura.....	Box 2144, The Focus
Palo Alto *.....	Box 2204, The Focus		

Oregon

Ashland.....	Box 2089, The Focus	Bend.....	Box 2209, The Focus
Ashland.....	Box 1965, The Focus	Freewater.....	Box 2097, The Focus
Baker.....	Box 2087, The Focus	Salem.....	Box 2114, The Focus

Washington

Concrete.....	Box 2123, The Focus	Snohomish.....	Box 2086, The Focus
Olympia.....	Box 2210, The Focus	Seattle.....	Box 2137, The Focus

Nevada

McGill.....	Box 2095, The Focus	Reno.....	Box 2125, The Focus
Reno.....	Box 2202, The Focus		

EXPLANATION

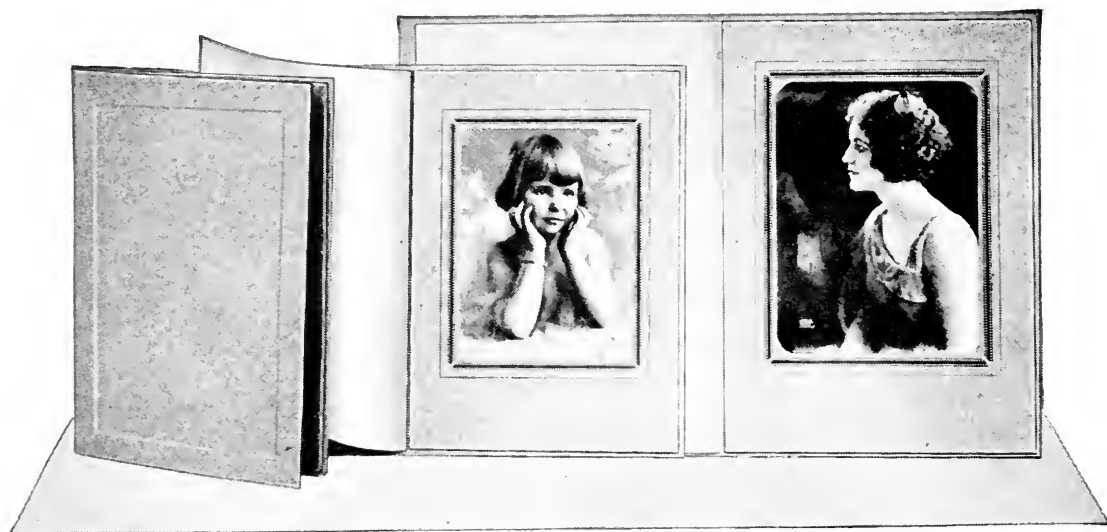
* Finishing and Art Goods ** Workrooms down town

WANTED: First class all around man, must be A-1 retoucher and operator. Send couple of negatives as samples of retouching, photo of self, years experience, married or single, and salary wanted with other particulars in first letter. Also receptionist—one that can do coloring and assist with other studio work. Apply Box 2197, THE FOCUS.

WANTED: Steady place by specialist in photographic finishing, retouch, air-brush, very fast spotter and colornist, water, oil, miniatures, and monotone, air brush and hand work, good in copies, can operate or help in any department. Very thorough and conscientious. Address Box 317, THE FOCUS.

1928 FALL STYLES

One of the "Color Age" Mounters



The FUTURITY (Colorature Stock)

This is a "cornerholder" folder

The illustration cannot do justice to this style. You must see a sample to appreciate its beauty—the new idea in the insert and corner ornamentation—the roughened colored edges—the fine quality of the natural rippled silver grey and deep beige stock.

Made in	4 x 6	4½ x 6½	6 x 8 and 7 x 9⅜	sizes
Prices	\$14.50	\$17.50	\$23.50	\$26.00 per 100

It is a modernistic mount—colorful—giving your best priced portraits a worthy setting.

Samples of both colors for twenty-five cents

SAMPLE OFFER FW-35

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

Last month I told you how the office works and because I didnt get fired for it I'll tell you how your orders are shipped.

But first I need help with a new job on my hands. Several customers what saw the pictures last month of our girls lining up for their pay, want to work for us in the office. And thats not all.

All of our salesmen are good looking and they want me to shuffle the deck for a new deal on that job of kissing the girls as they go out on Saturday nights. I'd like the job myself, but I'm afraid I'll be the dummy.

P. S.—sh—The day after the last Focus came out the editor showed up in a new red suit. Is it possible that he———? Ah—I have it—I'll put red lights in the office and the girls wont be able to see him.

First, when we come in, we give the pass word - Oink. That means good morning, but why say two (2) words when one (1) will do. Thats how efficient we are.

Then the daily dozen. Instead of a punching bag, we punch a clock. Thats how we save more time.

The stock room force goes up the elevator. They are the higher ups, but we in the shipping room go down, so as to learn the business from the bottom up. It gets to be a habit, this going down, because after people tell you to go somewhere a lot of times, you just naturally try to go down when you see an opening.

The fellows upstairs must be interested in antiques. I think they save the orders upstairs till they look old like the Deklaration of Independents what I see in store windows.

Sometimes we get in Dutch because something goes wrong, but I always tell the office bunch that if it wasnt for the mistakes we make they wouldnt have much to do.

After a while, oh—maybe—10 o'clock, a truck load of maybes come down. Maybe the orders are right and maybe they aint. Lucky for us, we hardly ever get
(Continued on page 25)



"All of our sa'esman are good-looking"

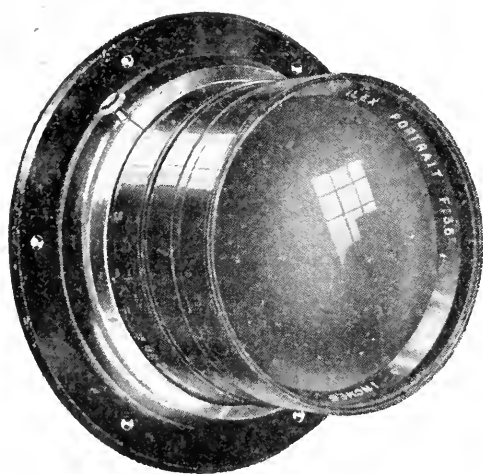
Identically the Same

PHOTOGRAPHICALLY, the light from the sun and from National White Flame Photographic Carbons is identical. The same actinic quality in each. That is why photo-engravers everywhere are using these carbons. They speed up exposures. When there is color in the copy, they give true color values. Their uniformity practically eliminates re-takes. Made in sizes to fit all lamps. The most universally usable light source known.

For special jobs where a yellow light is needed, as, for instance, work with collodion emulsions, we have developed National Panchromatic Carbons. The light from these is especially rich in the yellow orange and red. No change in the present arc lamp equipment is necessary in order to use these new carbons.

National Photographic Carbons are obtainable from Hirsch & Kaye.

The New Ilex Portrait F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F: 3.5—Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely short overall. Light in weight and not bulky.

AND YET REASONABLY PRICED

Catalog	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9	Ilexpo 10x10	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	\$ 95.00	\$115.00	\$117.00	\$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3	8x10 in.	16 in.	130.00	150.00	152.00	

HIRSCH & KAYE

Distributors of ILEX LENSES AND SHUTTERS, Send for Circular.

Jerry's Salesmen

a rush order. When the truck reaches our floor we give it the grand razoo and escort it to the center of the floor.

We all take hands and make a ring around the truck and sing some rollicking songs like London Bridge, Three Blind Mice (or Blind Pigs if we feel that way).

If it's a rush order, we get all pepped up by singing, "Swing high, swing low sweet chariot."

Then the shipping clerk, his name is Charlesworth, calls attention! I play the Star Spangled Banner on my mouth organ, and we put on

"We have a snappy bunch of live wire customers" our working clothes.

Now you ought to see us after we get started. If you ever get a keg of hipo by parcel post, thats to show how ambitious, Mr. Burroughs, our parcel post man is. No order too big for him.

In a short time we have a whole lot of cases, packages, and crates for Jim, our city delivery man. Of course, some of these are supposed to go out of town, but we're a sympathetic bunch, and feel sorry for all the little packages, and bottles and boxes that are leaving never to return. Thats why we give them a last ride around town.

The orders are packed so fast, we had to put sheet iron on the top of the pack-

ing tables to keep them from getting hot.

We use up cardboard, string, and paper faster than the firm can buy it. I once told them they should use enlarging paper so it would go further.

When we get real busy, and have to stop a while to let the saws and hammers cool off, I write my stuff. Sometimes I dont wait till then, because my memory is rather week and I might forget, and you know how you would miss my page.

If you order a can of Probus Paint we will drive a nail in it so that when you get it, it will be open. Thats service!

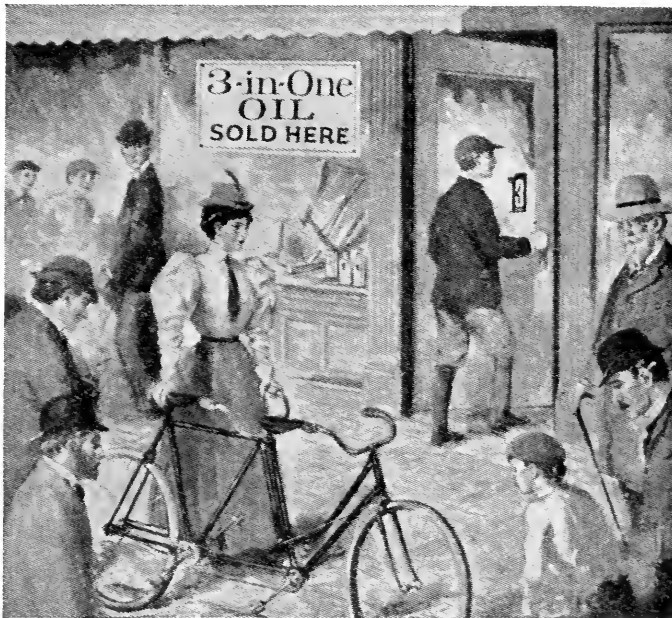
We try to give you good service because we have a snappy bunch of live wire customers who want the best, the latest, and want it fastest.

When quitting time comes, at 5:30 we avoid the rush because we have a private elevator to the sidewalk. In fact, we're hardly ever around at 5:30.

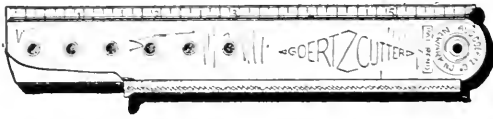
JERRY.

P. S.

All I read in the paper is about hops. A hop to the North Pole, a hop to the South Pole, a hop here and a hop there. The papers are full of hops.



An Old Razor Blade Can Be Made Into



"The Sharpest Knife In the World"

The Goertz Cutter is a safe way to use Gillette type razor blades for cutting and trimming.

Style 1 Brushed Brass Finish	\$.25
Style 2 Black Nickel Finish with Gold Plated slides	\$.50
Style 3 Polished Nickel Finish	\$.75
Style 4 Satin Gold Finish	\$.75
Style 5 Polished Gold Finish with engine turned design	\$1.00
Style 6 Silver Oxidized Finish with engine turned design	\$1.00

Order by number, from

Hirsch & Kaye

THREE COLOR WORK

There is no doubt that the most economical way of making the color separation negatives for the average color job is the direct method on dry plates, and there is also no doubt that the best plates to use for this purpose are Wratten & Wainwright Process Panchromatic Plates, used in conjunction with Wratten & Wainwright standard color filters. A (red), B (green), C (blue), and K3 (for the black printer).

Wratten Panchromatic Plates were the first plates to be commercially introduced that were color sensitized with the isocyanine dyes; that was in 1906, and as the art of manufacturing the dyes for color sensitizing improved the plates improved as well.

Just lately the Eastman Kodak Co. has again much increased both the color sensitivity and the speed of the plates. We do not believe there is any other plate, imported or domestic, that can compare at present for speed and color sensitiveness and sharpness of dots with the Wratten Process Panchromatic.

Frankly, we are quite enthusiastic about the latest improvements in these well-known plates. We recommend them to you without reservation. If you have not tried them recently, we should be very glad if you would send us a trial order, and we believe you would be greatly surprised and pleased at the results.



Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever." These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from HIRSCH & KAYE

Super Sensima Ortho Anti-Halo

(Super Saho)

H & D 700

As its name implies, the "Super Saho" with an H & D registration of 700, is to be used where extremely rapid exposures are to be made or in cases where the light conditions are unusually unfavorable. This is in every sense of the word a special plate and should be used with discrimination, but when properly handled will prove invaluable because of the fact that good negatives can be made with this plate under light conditions which heretofore had been regarded as practically impossible.

CENTIMETER SIZES

SIZES	Per Doz.	No. Doz. in Case	SIZES	Per Doz.	No. Doz. in Case
3 1/4 x 4 1/4	\$.80	30	4.5x6 cm.	\$.50	30
4x5	1.10	30	45x107 mm.	.65	30
5x7	1.75	20	6.5x9 cm.	.60	30
5x8	2.10	20	6x13 cm.	.90	30
6 1/2 x 8 1/2	2.75	12	9x12 cm.	.95	30
6x10	4.00	10	10x15 cm.	1.20	30
			13x18 cm.	1.75	20

Sizes carried in stock: 3 1/4 x 4 1/4, 4 x 5, 5 x 7, 8 x 10, 9 x 12 cm., 10 x 15 cm.

All other sizes by special order

Gevaert  **Products**

Order Today From

Hirsch & Kaye

TWENTY PER CENT ON PAPER

A new schedule of discounts on Photographer's papers is now in effect. On orders for paper that amount to \$5.00 or more a discount of 20% will be granted. On orders for a smaller amount, the discount is 10%.

In justice to your business you should send your orders for papers, (as well as other items) to Hirsch & Kaye. We carry an extensive assortment of papers made by Eastman, Ansco, Defender, Haloid, as well as the Wellington and Ward, and Dassonville lines. The popular sizes and grades are carried in stock and other sizes and grades can be supplied on short notice.

All of which is the reason you should send your orders to

HIRSCH & KAYE

Your Logical Source of Supply

VOLUME OR PROFIT?

It has been pretty clearly demonstrated, less forcibly by the writings of any economist than by the actual experience and balance sheets of merchants, that volume without profit is a fat will-o-the-wisp.

The race is no longer to the smart, or even to the swift—but to the wise, the secret of success rests still in men—and men project and bring business to a high point of efficiency through sound management.

Economic conditions and the more intelligent applications of economic knowledge will bring the manufacturer—as well as the wholesaler and the retailer and professional man out of the quicksands of volume back to the highway of business, with service as its ideal and profit as its reward.

BEATTIE'S DEMONSTRATION

The demonstration in lighting, given in our building on August 18 by Mr. J. W. Beattie, was a big success. Both afternoon and evening sessions were well attended, and everyone enjoyed the opportunity of observing how easily modern lighting equipment can be handled.

In addition to many local and nearby photographers, we noticed photographers present from Chico, Dinuba, Merced, Lodi, Hanford, Sacramento, Stockton, Oakdale, Modesto, Turlock, Placerville, and equally distant places.

A similar demonstration was made by Mr. Beattie at the regular meeting of the Northern California Photographers Association, Monday, August 20.

We hope to be able to hold other demonstrations in the future. Meanwhile look forward to the shorter and darker days that will be here during your busiest time, and provide yourself with adequate lighting equipment.

NOT SO DUMB

"I don't suppose you keep anything

so civilized as dog biscuits in this one-horse, rundown, jay town, do you?" the tourist snarled.

"Oh, yes, stranger," the village merchant responded pleasantly. "Quite a few folks like you come through from the city and we aim to have everything called for. Have 'em in a bag or eat 'em here?"

NAUGHTY DUCKS

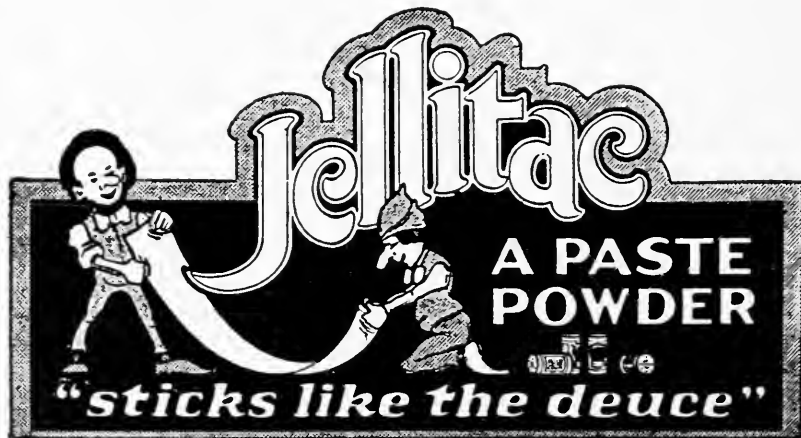
Sam Johnson, a colored cotton planter of Mississippi, came into the country store and asked for credit.

"Why, Sam," said the proprietor, "haven't you just sold your cotton?"

"Yes, suh," was the answer, "but de ducks all got it."

"The ducks all got it?"

"Yes, suh. I shipped it up to Memphis and dey deducks foh freight, deducks foh hauling, deducks foh storage, deducks foh insurance, and deducks foh commishun. De ducks jes' nachully et up all dat cotton. Dat's why I'm heah."



JELLITAC adheres permanently under all climatic conditions, whether hot or cold, dry or wet, and is not affected by sudden changes of temperature. Even when used to hold labels on bottles in an ice chest, which is a severe test, it holds.

JELLITAC is well known as a perfect paste for all conditions. A 4-pound package makes a gallon of paste, but you can mix it as required.

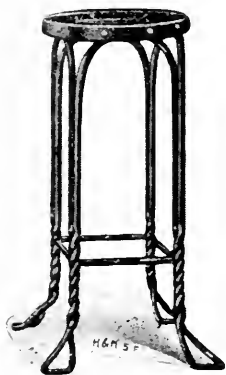
Price \$1.25 per 4-lb. package.

Trial size (quart) 15c.

Order Today from **HIRSCH & KAYE**

Three Chairs for the Camera Room

Grouping Stools in three Sizes



This combination of stools forms a grouping arrangement of the highest grade. Being made of twisted steel rods they are very strong, compact, and durable. The metal work is finished in antique copper, which in combination with the polished oak seat, gives the stools a handsome appearance.

No. 1 is 12 inches high; No. 2, 18 inches; and No. 3, 24 inches. Price, any size, each \$3.00

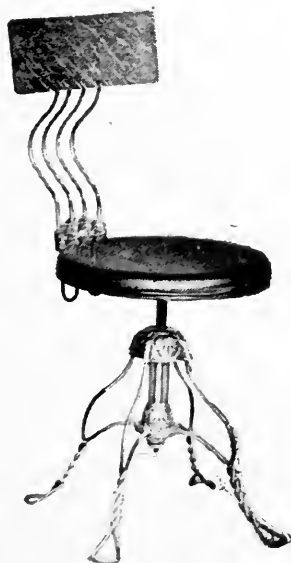
Assortment of 7, consisting of 2, 4 inch; 3, 18 inch; 2, 12 inch; special offer \$18.00

Eastman "Four-in-one" Groupers

For posing groups in the studio these groupers are indispensable. When not in use they nest together in a floor space $12\frac{1}{4} \times 12\frac{1}{4}$ inches. The largest is 24 inches. The largest is 24 inches tall, the others respectively 20, 16, and 12. Made of solid oak, properly finished, they are both substantial and good looking.

Eastman "Four-in-one" groupers, per set of four..... \$15.00

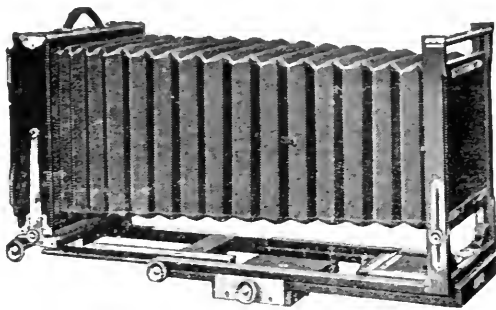
Perfection Posing Chair



This chair is well illustrated and needs little explanation. The back is adjustable two ways, and the seat may be raised or lowered.

Finished in copper antique with polished solid oak seat. Will outlast your studio.

Price \$13.50



An all purpose camera for studio, commercial work, home portraiture. A strong compact telescopic bed does away with detachable bed section. Quick focusing.

KORONA PICTORIAL CAMERA

Korona Cameras are made of selected, straight grain cherry finished in hand rubbed walnut, metal parts of brass heavily nicked and highly polished. Have rack and pinion adjustment for vertical swing back, focusing and rising and falling front. Metal track for front shoe.

Ground glass frame pivoted in center operated by spring device, allows plates to be inserted easily and without jar. Korona workmanship is high grade throughout.

	3 1/4 x 4 1/4	5x7	8x10
Lens Board	3 1/4 x 3 1/4	5 1/4 x 5 1/4	7 1/2 x 7 1/2
Bellows Length	14 in.	21 in.	29 in.
Weight of Camera and Case	5 lbs.	9 1/4 lbs	18 1/2 lbs
Camera and Case	\$37.00	\$48.00	\$63.50
Plate or Film Holders	1.50	2.00	2.50

(Terms if desired)

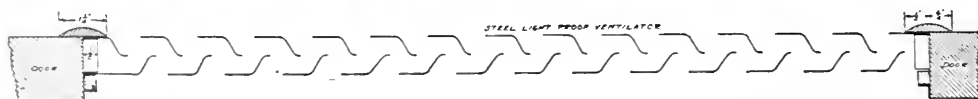
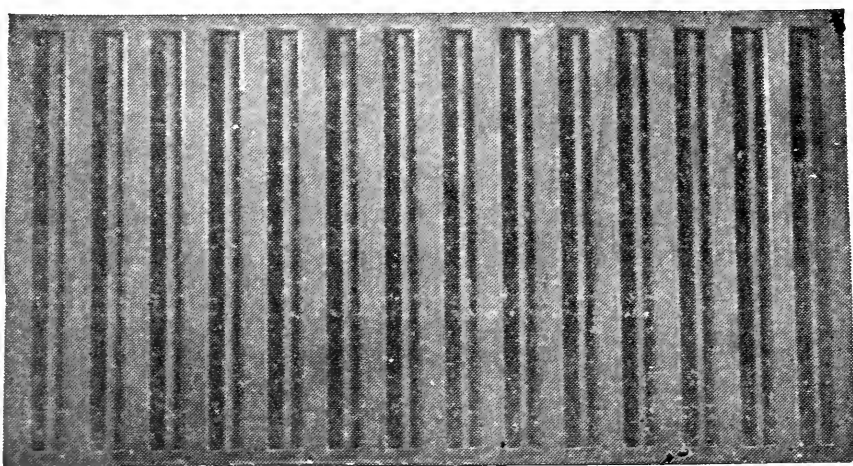
Korona Cameras, (Pictorial, View, and Home Portrait,) Korona Studio Stands, and Turner Reich Convertable Lenses can be obtained from

HIRSCH & KAYE

Dark Room Ventilator

For Photographer's Use

Is Light Safe and gives constant Air Circulation in the Dark Room



Measures 12 ins. long—24 ins. wide—1 in. thick. Is readily installed in any Door or Partition. Enamelled Maroon.

PRICE \$5.00. HIRSCH & KAYE

VELOUR BLACK

for prints by projection

NO PAPER on the Defender list has been more widely acclaimed than Velour Black.

Its beauty of tone, tint and surface and the fidelity of its rendition of negative value, attracts an ever-growing number of enthusiastic users, both professional and amateur.

Velour Black has the ideal combination of speed and scale; the utmost in simplicity.

Velour Black (*Regular*) is made in seventeen surfaces including the distinctive *Silk* and *Veltex*. Contrast Velour Black—for difficult negatives—is supplied in Matt, Semi-matt and Glossy.

VELOUR BLACK SURFACES

GLOSSY, Single Weight	VELTEX, Double Weight (<i>Parchment, live matt</i>)
*GLOSSY, Double Weight	
*SEMI-MATT, Single Weight	BUFF VELTEX, Double Weight
*MATT, Double Weight	BUFF ROUGH, Double Weight
*SEMI-MATT, Double Weight	WHITE ROUGH, Double Weight
BUFF PLATINUM MATT, Double Weight	BUFF SILK, Double Weight
WHITE PLATINUM MATT, Double Weight	WHITE SILK, Double Weight
ROUGH MATT, Medium Weight	ROUGH WHITE LUSTER, D. W. (New)
VELTEX, Single Weight (<i>Parchment, live matt</i>)	ROUGH BUFF LUSTER, D. W. (New)

*These surfaces also furnished in *Contrast Velour Black*

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER

*Warm
Tones
by
Direct
Development*



The rich, warm-black tones secured on Vitava Etching Brown, give your prints a distinctive quality that is appreciated by discriminating patrons. And as Etching Brown may be used both for contact printing and enlarging, this pleasing quality may be duplicated in prints of any size. It is a slow enlarging paper but the results it produces justify the longer exposures that are necessary. If you desire still warmer tones, make your contact prints on Athena Old Ivory with the Athenon developer

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

All dealers'

HT_E

FOCUS

Published Monthly in the Interests of Professional Photography

Vol. 4

October, 1928

No. 10



ENTRANCE TO WILLARD HALL
Cornell University, Ithaca, N. Y.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco



Portrait and Phototechnical Films and Plates

THE satisfactory character of Agfa films and plates is now so generally known as to be a frequent subject for comment where photographers compare notes on their methods and results.

In the reason for the dependable quality of these products lies also the certainty of an extending reputation.

That reason is scientific procedure in every stage and step of manufacture, with every factor recognized and at all times under control.

When you select an Agfa film or an Agfa plate you are utilizing the best that photographic science can offer towards the end you have in view.

Correspondence invited

AGFA ANSCO CORPORATION

Binghamton, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

October, 1928

No. 10

: IN THE PROFESSION :

STOCKTON

IVAN E. HITT



*"Returned to New York
and Discharged"*

Ivan E. Hitt, photographer and identification specialist. Employed in San Joaquin County, Sheriff's Of-

fice under Sheriff Wm. H. Riecks the past six years.

To the profession of identification experts he has contributed a device for the taking of finger prints known as the "Hitt Dak-Til-Graf" and special lights for the taking of photographs of prisoners, the "Hitt Mug-o-graf." Both of these articles are patented. He is also developing other apparatus to be used in this special line of work.

Before entering this line of work Hitt was in the United States Navy, first as a training officer at Goat Island Training Station at San Francisco and later was sent over seas where he was detailed on special duty with the Naval Aviation Section. From the aviation headquarters at Paris, France, Hitt was next sent to London and assigned to duty with Admiral Sim's staff at Grosvenor Gardens. After the Armistice, Hitt was transferred back to Paris to work with American Peace Commission. When the Peace Commission returned to the United States, Hitt was selected to remain in Paris to work with the Inter Allied Com-

mission of Control in connection with the American Embassy, Naval Attache's office. When his enlistment expired he was returned to New York and discharged there, returning to California.

It may take a stretch of the imagination to agree with Hitt that there is just as well a defined line of defence in times of peace as in times of war, but you will agree that protecting the public against the depredations of criminals means that society has to form its line of defence and the work of the identification bureau works out very much like the strategy boards of a general's office.

Hitt is officer of the American Legion, a member of the Hi-Twelve Service Club, the Sciots, Ben Ali Temple of the Shrine, the Scottish Rite, the Ambler's club, the International Association for Identification.

His hobbies are swimming, fishing and hiking, particularly in the High Sierra Regions.

Married July 6, 1928 at Berkeley, Calif., to Miss Mildred Hawkins, a romance that came about through their work with the American Legion activities in Stockton.

Photographers calling on Mr. Hitt socially will receive a hearty welcome, but if you call "by request," well, make the best of it.

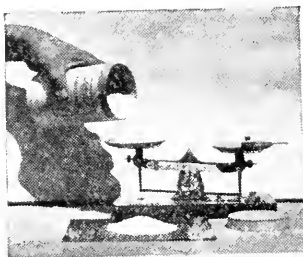
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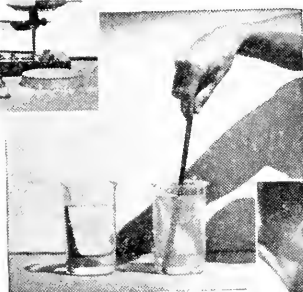
Before co-operation comes in any line, there is always competition pushed to a point that threatens destruction and promises chaos; then to avert ruin, men devise a better way, a plan that conserves and economizes, and behold it is found in co-operation.

Make this Test to be Sure of getting The Best

WEIGH out equal amounts of MALLINCKRODT Hydroquinone and the material you are now using.



Note the snow white appearance of M. C. W. Hydroquinone.



DISSOLVE the two samples in the same quantity of water.



Then compare the clarity of the two solutions.

Mallinckrodt HYDROQUINONE
WILL GIVE THE CLEAREST SOLUTION

NOT only will it be free from any cloud, but no suspended matter of any kind will be found. Clearness of solution is a safeguard against staining and spotting and is an indication of unusual purity.

A sample will convince you of its superiority. Send 25c for a quarter pound package.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Motion Picture Film Developer

Developer No. 16

Dissolve the following chemicals in order named:

	Avoirdupois	Metric
Water.....	10 U. S. gals.	40 Liters
Elon.....	180 grains	12 Grams
Sodium Sulphite (E. K. Co.).....	3 lbs. 5 ozs.	1590 Grams
Hydrochinon.....	8 ounces	240 Grams
Sodium Carbonate (E. K. Co.).....	1 lb. 9 ozs.	750 Grams
Potassium Bromide	1 oz. 63 grs.	36 Grams
Citric Acid.....	400 grains	28 Grams
Potassium Metabisulphite.....	2 ounces	60 Grams

When in use, temperature of developer should be maintained at 65° Fahr.

We recommend that the E. K. Co. "Tested Chemicals," particularly the sodas, be used in preparing this developer according to the above formula.

For those who desire to obtain the chemicals accurately weighed and ready to mix in solution, we supply DEVELOPER No. 16 in Powdered form, in tins containing the correct quantity to make 10 gallons of developer. Tins are packed 12 to the case.

When development of film is complete, rinse film in two changes of water and fix in the following:

Acid Hypo Fixing Bath

	Avoirdupois	Metric
Water.....	10 gals.	40 Liters
Hypo.....	21 lbs.	10 Kilograms

When thoroughly dissolved, add the following hardener:

Water.....	40 ounces	1200 cc.
Sodium Sulphite (E. K. Co.).....	4 ounces	120 Grams
Acetic Acid (28%).....	24 ounces	720 cc.
Powdered Potassium Alum.....	8 ounces	240 Grams

When fixing is complete, wash thoroughly and immerse for two minutes in the following:

Glycerine Bath

	Avoirdupois	Metric
Water.....	10 gals.	40 Liters
Glycerine.....	32 liquid ozs.	1 Liter

The object of the Glycerine Bath is to maintain flexibility in the film.

EASTMAN

NEGATIVE AND POSITIVE FILM

*Made for Use with All Motion Picture Machines
and Eastman Tested Chemicals*

Can Be Obtained From *HIRSCH & KAYE*

A Costly Practice

It is a common practice with many studios in establishing their dozen prices for portraits to the public, to base the price on the cost price of a hundred mounts as shown in the card mount manufacturer's catalog. For instance, if a 4 x 6 easel is catalogued at \$11.00 per hundred, the studios will price their portraits at \$11.00 per dozen. By religiously adhering to this practice, many studios do not get the full benefit of the profit possibilities of higher priced mountings.

For instance, if the manufacturers bring out a quality style listing at \$15.00 per hundred, many studios will say, "We cannot use this, because \$15.00 is more than we can get for our 4 x 6 portraits." This is the wrong line of reasoning. The selling price of portraits should never be confused with the cost price of mountings. A mount may apparently be higher priced, that is, the cost, but oftentimes a higher priced mount will be found the cheapest to use, because it will bring more per dozen from the public than a cheaper mount.

For instance, comparing an \$11.00 and a \$15.00 per hundred mount—on the face of it, there is an increase in cost of \$4.00 per hundred. The studios however do not sell their portraits in hundred lots, but in two, three, six or dozen lots, so the only proper way of figuring the cost of mounts should be on the dozen basis. In this particular instance, where the mounts costs \$4.00 per hundred more, it means only 48 cents per dozen, and should a studio only get a minimum increase in cost of \$1.00 per dozen, it means an extra of 52 cents profit, which is close to a 5% increase over the \$11.00 picture.

Many and many a time it is possible to get this extra dollar or two, or even more a dozen. On this basis the \$15.00 mount is cheaper to use than the \$11.00 mount, because it brings more profit—and it does not only mean that the studios are getting better prices, but the pub-

lic is getting a better value, for a better mount can be produced, and is produced, for \$15.00 than for \$11.00.

These are some points you should consider, and are worth considering in looking over the new Fall styles, as put out by the card manufacturers, of which our salesmen now have a complete line. Remember, it is not what a mount costs, but what it will bring, that really matters.

We feel certain that if studios discontinue the practice of establishing their dozen prices based on the manufacturer's hundred prices, it cannot help but be reflected at the end of the season in better profits. This will also mean more satisfied customers—for they will have their portraits in the most fashionable—the modern—the better looking mounts.

Ingento Mailers Improved

The popular Ingento Photo Mailers are now supplied in a heavier and better grade of Kraft paper, which is an item of interest to everyone who mails photos. There is money in the sale of Photo Mailers, and if you do not sell them in your studio you are overlooking an item of real service to your customers, as well as attractive profit to yourself.

Ingento Photo Mailers are supplied in many popular sizes of which we will gladly send a descriptive circular when requested. Whether or not you have the circular be sure that you have Photo Mailers to offer.

-:- -:-

NEED A BACKGROUND?

Most likely you do. Our salesmen tell us of studios that are still using the same cameras, backgrounds, and accessories used 20 years ago.

Ask us for a copy of Fitch Background Catalog No. 26, just issued, and then build up holiday profits against a new background.

MR. STUDIO OWNER!

Your customer is interested only
in the finished photographs.

With Hammer emulsions, you put
in the print the same lighting you
see on the ground glass.

Make better prints than the ones
you thought were best.



Hammer Dry-Plate Company

Ohio Avenue and Miami Street
159 West Twenty-second Street

St. Louis, Missouri
New York City, New York

Send for Hammer's Booklet

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.
Used for Portrait Lighting, Copying, and Enlarging.
Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

INGENTO BLACK MATT VARNISH

This is an optical black varnish for coating the inside of cameras, plate holders, lens tubes or any place where light should not be reflected. It dries quickly to a perfect dull, smooth, ebony black finish that will not rub off. When applied to a smooth surface of metal or wood and allowed to dry and afterward rubbed with a cloth and bee's wax, a beautiful, rich finish is obtained—suitable for picture frames, etc.

It is ever ready and should be on hand at all times.

Price per bottle\$0.55

Order Today from HIRSCH & KAYE



gevaert



Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

“GEVAERT”

*is always specified by the photographer
who wants the BEST*

*Descriptive Catalogue on Request
Address Dept. No. 8*

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 W. 55th St. New York City

Chicago, Ill.

413-421 N. State St.,

Portland, Ore.

345 Salmon St.

Toronto, Ont.

347-49 Adelaide St. W.

Dealers in Principal Cities of the United States

NOVABROM	<i>The Standard Bromide Paper for Every Phase of Photography.</i>
-----------------	---

Color Movies Shown by Eastman

ROCHESTER, N. Y.—Color motion pictures for the home were introduced to a distinguished gathering of scientists and other prominent men by George Eastman, camera manufacturer.

Scenes in all their natural beauty may now be reproduced on the screen by amateur motion picture photographers, Eastman said, explaining to his guests the process by which his company has developed this radical innovation in the camera maker's art.

YEARS' EXPERIMENTS

Behind the development which was demonstrated for the first time lies years of experimentation by Eastman scientists. They have now brought the process to the point where it is available to amateurs.

Small cylindrical lenses on the film which runs through the motion picture camera filter the light rays into red, green and blue, adding these three colors with their variations to the black and white which is recorded on the ordinary film. The lenses are too small to be seen plainly without a microscope. They are

1-559th of an inch long and run lengthwise of the record film.

Looking at a film after a picture has been made you see nothing but black and white, but when the film is projected on the screen the light shining through the tiny lenses places the proper colors in their proper places on the screen.

REGULAR CAMERA

Amateurs may utilize their regular cameras for taking color pictures by inserting into them the "color filter" and the special color film.

Eastman demonstrated the colored pictures at his home here before an audience which included Thomas Edison; Prof. Michael Pupin, Columbia University scientist; Dr. W. D. Coolidge, discoverer of the Coolidge ray; Gen. John J. Pershing; Owen D. Young, of the General Electric Co., and several score other men prominent as inventors, industrialists and publishers.

Kodacolor, (as the new process is called), equipment is on sale at Hirsch & Kaye, who will gladly project a reel of natural color film to anyone interested.

Wynne's Exposure Meter

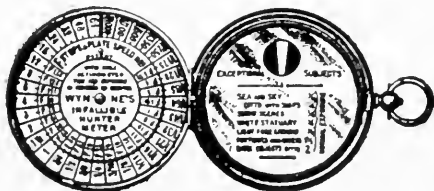
An unerring guide to the correct exposure required for every speed of plate, on every kind of subject and under every condition of light. For any set of conditions of light, plate and lens apertures, only two simple operations are necessary to find simultaneously the correct exposure for every stop from the largest to the smallest, viz.:

Firstly—Turn the milled edge of the instrument, and thus expose through the slot a fresh surface of sensitive paper until it assumes the color of the painted tint, and note the number of seconds or minutes it takes to color. This is called the Actinometer Time.

Secondly—Set the movable scale until this Actinometer Time is against the Speed Number of the Plate to be used, then against every stop in outer scale will be found the correct corresponding exposure; or, shortly, you set the one scale, it does the rest.

These meters are furnished in the F. and U. S. systems. When ordering please specify what system you desire.

Wynne Exposure Meter.....	\$3.25
Wynne Exposure Meter, Focal Plane.....	3.25
Wynne Exposure Meter, Hunter Case, extra thin	3.75
Extra packages Sensitive Paper.....	.35



A photographer needs this more than he needs his watch.

Order NOW from **HIRSCH & KAYE**

Rexo Nitro Junior Lamp

A New Portable Hand Lamp that will give satisfaction

This lamp can be used as a hand lamp or can be placed on a stand for spot or general lighting.

Commercial and home portrait men will fully appreciate the compactness of this lamp as well as its powerful light giving qualities.



*Kaufmann & Fabry
Studio, Chicago*

Illustrating how the Nitro Junior
Lamp can be used in conjunction
with the Rexo Nitro Lamp

For motion picture work, the Nitro Junior makes an excellent light to soften shadows or can be used in pairs for general lighting. The Nitro Junior will also work in well in general studio work for special light effects and for diffused lighting.

While the regular 500 watt T20, 110-120 volt Mazda bulb is standard, the 100 volt lamp of this same size will give light nearly equal to the ordinary 1000 watt bulb.

The Biggest Light Value on the Market

Try one of these handy lamps and we know you will be pleased. Rexo Nitro Junior Lamp, net

.....\$5.00

Regular 500 Watt T20 110-120 volt....

Mazda Bulb, net

..... 3.00

Special 500 Watt T20 100 volt Mazda

Bulb, net

..... 3.25

Rexo Lamp Stand

..... 2.50

**BURKE & JAMES, INC.
CHICAGO**



Clean, Clear pictures
without flashlight defects
or danger!

The New Flashrite



Cap
Gun

for
Flashlight
Photographs

With Flashrite, you just pull down the spring plunger with the trigger on the handle. When ready for the flash, just release the trigger, and the plunger fires the cap. You get an *instantaneous* flash without a preliminary flame to cause accident or to distract or disturb the subject. You get *clean, clear* pictures without flashlight dangers or defects.

Send today for your first Flashrites. Start now to enjoy its overwhelming advantages over ordinary flashlight instruments.

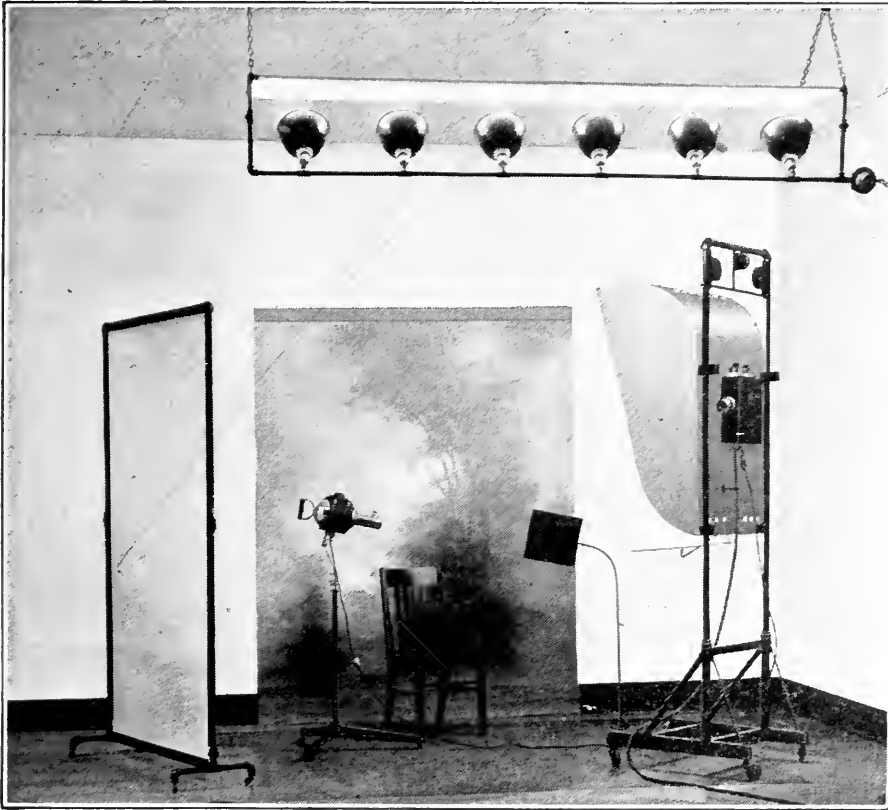
Price \$2.50

Order today from

Hirsch & Kaye

and include, cups and
Flash Powder

Halldorson Studio Lighting System



Concentrating Spotlamp, a marvelously handy, attractive, and efficient spotlamp, using 400-Watt T-20 Mazda globe.

Flexible Neck Head Screen, universally acclaimed as an indispensable studio convenience.

Electric Studio Lamp, the lamp that places a bank of four 1500-Watt Mazdas under the absolute control of the operator.

Overhead Light, a new and valuable member of the Halldorson lighting family, for use with groups.

THE ENTIRE SYSTEM WILL PAY FOR ITSELF IN THE ELECTRIC WIRING IT SAVES. WRITE TODAY FOR COMPLETE INFORMATION.

THE HALLDORSON COMPANY

4745 N. Western Avenue

CHICAGO



V A R I U M

Think of it, one lens that gives variable quality of definition, from a pleasing mellow softness to a sparkling crispness. A quality for every purpose, whether large heads, baby studies, full figures or groups.

The Varium is made in 14 ins. and 16 ins. focus f3.5 and 19 ins. focus f4 and priced at \$140.00, \$150 and \$165, each respectively.

*We will gladly submit
one to you for trial*

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

INTERVAL TIMER

The use of this Interval Timer will save you money. It may be set for any interval between fifteen seconds and two hours. At the end of the interval the alarm rings and the clock stops. Very useful in the dark room for timing tank development or for bromide work. It will pay for itself by saving operator's time and improving the quality of your work.

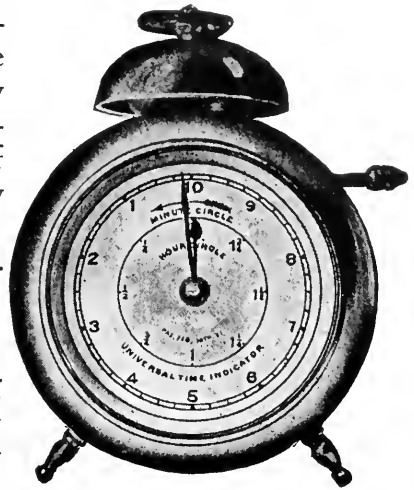
Price \$4.50.

Barre Timers No. 401

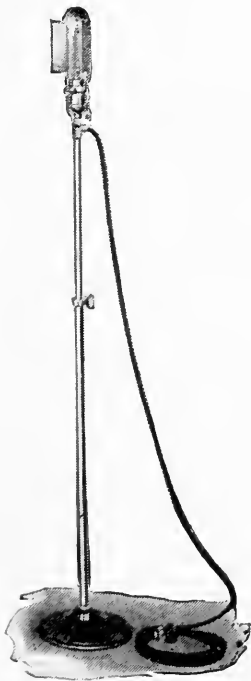
This timer will ring an alarm bell at any designated time from 1 to 60 minutes or over. Will run continuously for 36 hours with one winding. The Barre Timer No. 401 is four inches in diameter and well made of brass with nickered case.

You need a Barre Timer for tank development, washing prints, and almost every photographic process. Accurate timing will insure best results from your workrooms.

Price.....\$4.50



Halldorson Edge Light



The Edge Light is offered as one more knick-knack for the portrait photographer's bag of tricks. It is so small that it may be concealed behind the sitter to give halo effect, or, it may be placed in other concealed positions for special lightings of different kinds. Likewise it may be used from the front in line with the main light for accentuating the high lights on the face. Its small size and convenient mounting will commend it to operators who use special lightings for securing individuality in portraiture. This little outfit continues to be popular for its many uses, but a new and unusual possibility of it was revealed by Charles Aylett, Toronto, First Vice President of the P. A. of A., when he used it in a demonstration at the recent O. M. I. Photographers' Convention for throwing shadow patterns on a light background. He places the lamp directly behind the sitter and, by means of some old lace clamped before the reflector, is able to change the appearance of his background at will. It gives him, he says, just the right figuring and light and shade so that when the picture

is finished he does not need to touch up the background with air brush as he did before hitting upon this clever idea.

Complete with 165 watt tubular clear globe and

10 feet of connector cord, price.....\$12.50

165 watt T-20 clear globe.....2.00

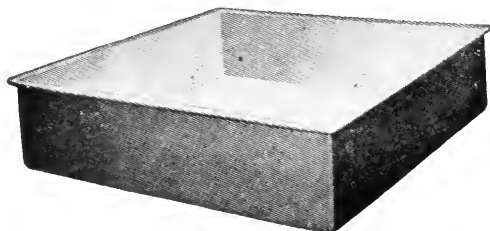
HIRSCH & KAYE

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

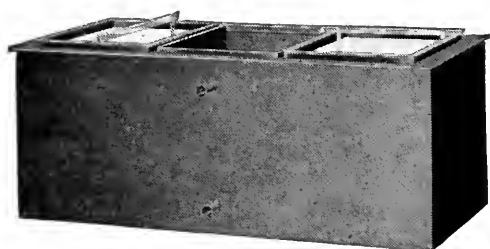
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned and Handled. Best Economizes solutions.

AMATEUR FINISHING OUTFITS. Roll Film and Circuit work. Enormous daily output.

Enamel Water-jacket. 1 developing tank. 1 fixing tank. Middle space for washing and rinsing. Circulating water—for temperature regulation.



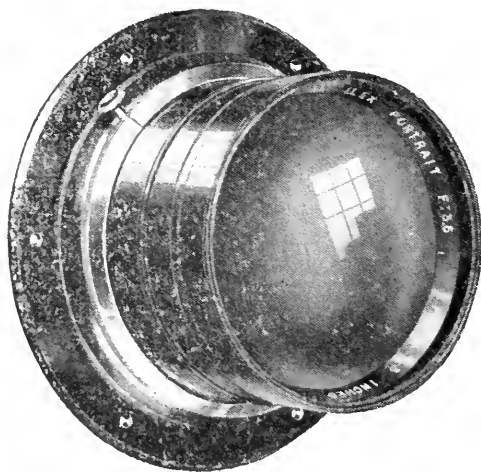
Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

The New Ilex Portrait

F:3.5 Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F: 3.5—Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

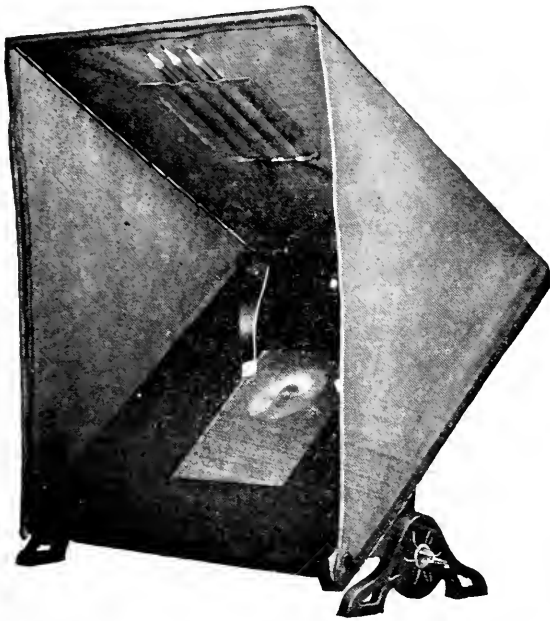
AND YET REASONABLY PRICED

Catalog	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9	Ilexpo 10x10	Price in No. 5 Universal
No. 1	5x7 in.	10 in.	\$ 95.00	\$115.00	\$117.00	\$110.00
No. 2	6½x8½ in.	13 in.	105.00	125.00	127.00	
No. 3	8x10 in.	16 in.	130.00	150.00	152.00	

HIRSCH & KAYE

Distributors of ILEX LENSES AND SHUTTERS, Send for Circular.

RETOUCHING AIDS



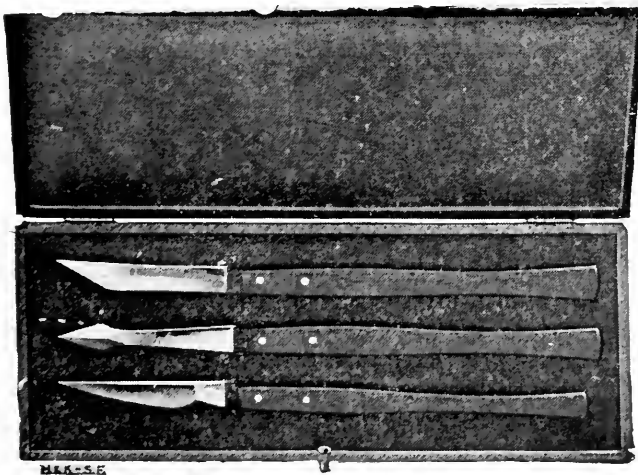
Century Retouching Desk

This is an exceedingly practical desk for studio use. It is always set up ready for immediate use. It takes negatives any size up to 14 x 17. The negatives are held by rubber-tipped springs in any desired position, vertical or horizontal, and can be instantly adjusted. It is very strongly constructed.

Made of fine three-ply veneered hardwood with varnish finish outside and stained black inside. Shipped "knocked down," easily and quickly set up.

Price\$5.50

Damascus Etching Set



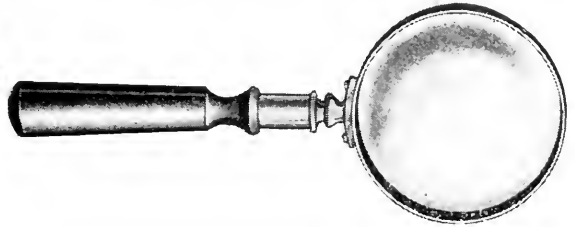
This set, which consists of three knives, is designed for every phase of etching, from the finest hair lines to the broadest sketchy effects.

The knives are contained in a substantial cloth-lined case. They are made of the very

finest steel, tempered to exactly the right degree of hardness, carefully ground and edged; they have ebonized wood handles.

Price\$2.25

Retouching Glasses



These lenses are double convex of white glass, and accurately ground to suitable foci for easy handling. They afford a very bright image of moderate magnification, just right for fine retouching. The lens is securely incased in a nickel rim and the handle is of deep ebonized wood.

2 inch lens\$2.25

2½ inch lens2.75

3 inch lens3.25

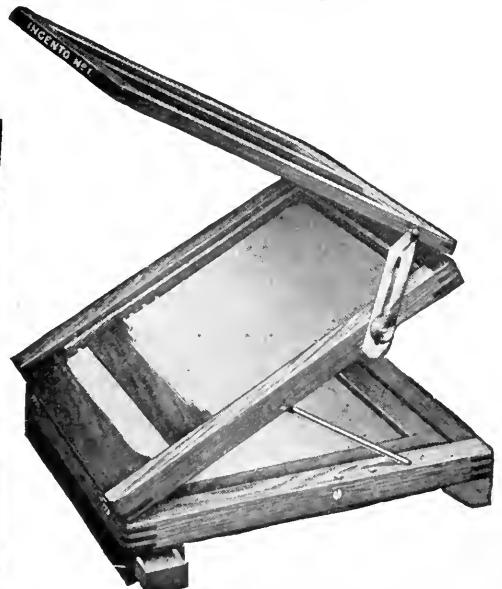
3½ inch lens3.75

4 inch lens4.50

4½ inch lens5.00

DIXON RETOUCHING PENCILS.
None better at any price. Grades 2H, 3H, and H.B. Assorted, per box of 1275c

R. O. C. Retouching Desk



A favorite type with the professional, as it is exceedingly simple to adjust and folds compactly when not in use. Equipped with reflecting mirror and drawer for holding pencils and etching knives.

R. O. C. Retouching Desk\$6.00

Our Salesmen Tell Us ---



H. F. PETERSEN

Oscar Ramey, who for the past ten years has been in the employ of Hartsook, has opened a studio at 1370 8th Street, Oakland. Mr. Ramey is not passing up any class of photographic work. He expects to be there a long time, so he and three other tenants bought the building.

-- --

Saw Eric Swenson of the Berkeley Camera Shop the other day. The day was gorgeous and I said as much. To this he replied, "Yes, this is the kind of day on which I'd like to stay home and take a hike." Now I ask you, how can a fellow do that?

-- --

Miss Louise Bestler who has been with the McCullagh Studio of Berkeley for a number of years, has "shoved off" in her own canoe. This ship of state is moored at 5703 College Ave., Oakland. She has the best wishes of her many friends.

-- --

It's a dirty trick when somebody puts pyro on a doorknob just before an "order taker" leaves a place of business. Somebody did it to me on my last trip to Richmond and my hand, is still evidence of the dirtiness of the trick.

-- --

The September meeting of the East Bay Commercial Photographers Club was held in the Hotel Leamington. Harry Elton of the Eastman Kodak Company was the speaker of the evening. His topic, "Color Separation" was most interesting and educational, made even more so by the use of charts. He certainly knows his colors. (Why even Geo. Derbfus knows what it's all about now, and this was only the second time he heard the talk.)

Tracy Webb, well known Bay Region At-Home portrait Photographer, announces the opening of a branch office in Sacramento, where samples of his work will be on view, appointments made and orders on proofs taken.

All sittings will continue to be made by Tracy Webb himself in the homes of the subjects as heretofore.

-- --



R. E. DERBY

L. C. Beringer until recently located in Mill Valley, Calif. has opened a downtown studio at 177 Post St., San Francisco. The large floor space available enables him to take care of both commercial and dramatized photographic subjects, and is thoroughly equipped with everything required.

-- --

A new portrait studio has been opened at 435 Powell Street opposite the Sir Francis Drake Hotel. It is conducted by Miss Hadsell and Miss Hunter both of whom are quite familiar with downtown conditions.

-- --

Mr. Paul Sickinger, who operates the Bushnell Photo Co. Chain of Studios is adding a new city to his list. A beautiful new studio is being opened in Oakland, on 15th Street, at Broadway. L. F. Terkelson, who is well known in the Bay Cities is slated to handle the Camera and lights.

-- --

Fred Burleigh has purchased the interests of Mrs. Coover in the Coover Studio, Stockton. The studio will now be conducted as a partnership by Van Montgomery and Mr. Burleigh.

Our Salesmen Tell Us ---



WM. WOLFF

the city.

--:--

Geo. R. Watson is now manager of the Los Angeles office of the Pacific and Atlantic Photos, Inc.

--:--

J. B. Rhea of Monte Rio (on the Russian River) paid us a visit on his return from lengthy southern trip. It was in the nature of a well earned vacation, and enabled him to get acquainted with his new car.

--:--

Mr. and Mrs. Henry Sackrider of Marysville were in San Francisco to see the pictorial exhibit at the Palace of Legion of Honor.

--:--



H. L. BUSH

about symmetry and order and the arrangement of his reception room and camera room are examples worthy of all imitation. And that isn't all. He has a charming young lady in the reception room. When she smiles and blinks her eyes the folks who come in for post cards buy a dozen eight by tens.

--:--

Leslie White, also of Ventura, has returned from the School of Photography at Winona Lake chuck full of new ideas and renewed enthusiasm.

J. G. Thompson, operator in the Hartsook Studio, Santa Rosa, Calif., paid a friendly visit. Formerly located in his own studios in Chico and Eureka, he never fails to call when in

There is an empty chair at the table of B. J. Franklin of Corning. Not a death either. Miss Della, the daughter, has taken a new name, a husband and a home. Hence the empty chair. "Dad" Franklin performed the ceremony.

--:--

L. M. Powell of Hanford has sold his silver and lead mine for \$60,000. Who said there isn't any money to be made in—mining.

--:--

L.J. Stonehart, live wire photographer of Santa Maria is now located in his new, delightful studio building built according to his specifications and fashioned after the mythical Hyland Studio of Eastman fame. The balcony, archives and winding stairs furnish endless opportunity for creative and distinctive portraiture. Mrs. Stonehart has recovered from her tonsil operation and is all set for approaching holiday season.

--:--

Fred Neergaard of the Identification Bureau, Bakersfield, dropped in to say Hello a few days ago. There will be a general exodus of the criminally inclined in Kern County when Fred gets his new equipment and his new quarters.

--:--

Mr. and Mrs. C. Bartels formerly of the Witzel Studio, Los Angeles, have purchased the Stigleman Studio, Santa Barbara. The writer had the privilege of a pleasant chat with them. Mr. Bartels pointed to a huge pile of negatives, being proofed, in answer to an inquiry about business.

--:--

Secrets just won't keep,—that is for long. We learned, at rather a tardy date, that Robert Bordeaux, distinctive portraiture of Santa Barbara has turned benedict. It all happened some months ago—June 16th to be exact—at Tijuana, Mexico. Haven't seen the young lady but "Pictures tell the story" and we would say he showed rare judgment.

The Ceiling Ventlite



It has been developed to meet the persistent demand by the profession for a practical quality product of superior efficiency and lasting endurance.

All these requirements and more, have been incorporated in the *Ceiling Ventlite*. ---

One of the outstanding features of the *Ceiling Ventlite* is that it is entirely self-containing and does not depend on ceiling or wall conditions for its efficiency. It is made up on a strong octagonal shaped wire frame of pleasing proportions, preserving proper shape and size to accommodate any globe desired 750,, 1000 or 1500 Watt.

A regular Ventlite Socket housing is attached to the upper part of this frame, which has a cap threaded to take 1/2-in. conduit for permanent installation. Also, two loops which can be used for supporting the light from the ceiling by ordinary stove wire. Six feet of No. 14 Electric Cord is attached to socket and a connector fitting is furnished.

A strong silk fabric is carefully stretched over this frame and securely sewed to it, after which it is specially treated to further its diffusion quality and finally decorated to enhance appearance.

A parabolic aluminum reflector is mounted on a revoluble fork, controlled by pull cords. The parabolic is pierced to admit the globe and maintained at a point where it reflects the light downward through the fabric at an angle of 45 degrees.

All the light is controllable in any direction by simply pulling one of the cords that revolve the parabolic reflector in either direction, training the light on the subject and screening it from the camera as well.

By a combination of accurate spacings of all items and making the material air-tight, a forced draft takes place immediately the globe is lighted. The air around the globe and in front of the parabolic reflector being heated, is expanded and expelled forward and upward and the cold air rushes down back of and under the parabolic to replace the expelled air. This secures perfect ventilation and greatly increase the life of the fabric.

COMPLETE as ABOVE without GLOBE \$25.00 each.

Globes can also be obtained from HIRSCH & KAYE



Things you should know---

Spotlighting

diffused focused "close-ups," which are now being made by Griffith's Ince, and others. Opponents to these pictorial close-ups have but one criticism to make, and that is,—they detract from the story. This criticism certainly applies when the spectator is a photographer.

With the exception of close-ups, the portrait photographer has a big advantage over the movie operator in that he can more carefully place his lights. Today some of the most beautiful portrait lightings in the world are being made by the "still" men of Southern California.

To the photographer who is unfamiliar with the use of the spotlight, a few suggestions may be of benefit.

It has been but a few years since the portrait photographer thought he could not work by any but a 45 degree angle of light; and light from more than one source was not to be considered at all. Some of the well-known photographers of today remember when they had their light rooms finished in dark red, in order to avoid all so-called "false lights" and reflections. In the absence of anything to give back the light into the shadows, the lightings tended to become harsh or contrasty. The headscreens were brought into use, to soften and diffuse this direct light,—and exposures were greatly prolonged. Then came into vogue the monotonous low-keyed lightings with their lack of atmosphere—all the darker portions of the composition sank into the inky blackness of the background—perspective was entirely lost. Rembrandt and some others of the old masters were supposed to have painted in the manner, and so for a time the more ambitious of the profession aspired to emulate them. The long-suffering patron took the consequences,—with his dozen or so of smudgy pictures.

The first motion pictures made indoors or in studios were flat and uninteresting, from a standpoint of lighting. The darker parts of the figure merged into the background. There was no relief, no "atmosphere." Then some fellow had a clever idea, and the sets were lighted from the back as well as from the front. The spotlight had come into its own. And these evenings when we photographers attend the "movies," we are more interested in the lighting effects than in the story itself. Especially delightful do we find the spotlighted and

The spotlight is intended primarily to be used in conjunction with daylight or some other form of flood or general lighting. Regular "spotting" or back-lighting is done by having the spotlight well back and a little to the right or left of subject, and for hair lightings a little higher,—care being taken to point the "spot" so that the beam of light does not enter the lens. For soft, delicate touches of light on cheek, chin or hair, a small diaphragm, with or without a diffusing screen may be used, and the light focused "soft,"—that is, the light element should be pushed toward the condenser. The light becomes more intense as the beam is condensed by drawing the element *back* from the condenser. If a hair "halo" is desired, this is best secured by placing the light directly back of the head, out of line of the camera. This lighting is more pleasing where the hair is fluffy and well dressed, or with certain types of hats. Other and unusual back, side, and foot lightings may be had with the lamp-house sitting on the floor, with first supporting

(Continued on page twenty-one)

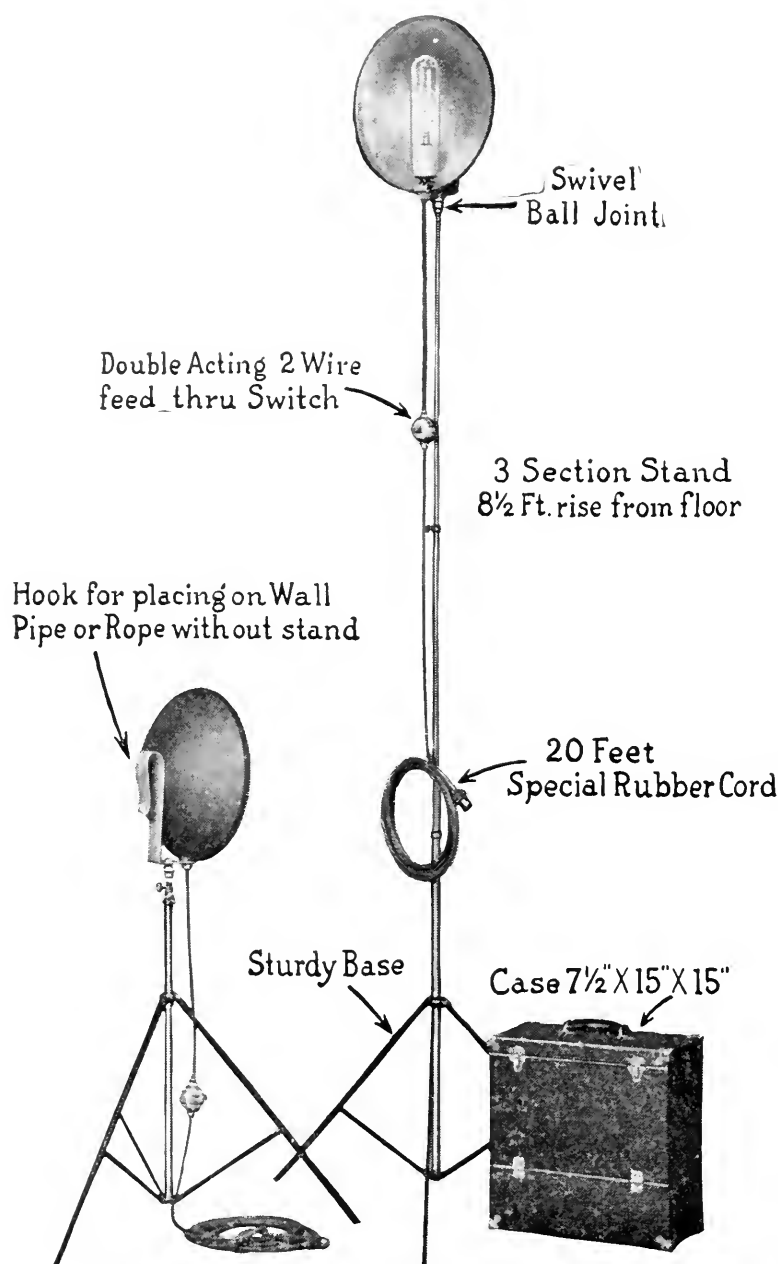
Sol-Lite

Makes every lighting problem easy to handle.

Now, with SOL-LITE, photographers can obtain, for the first time, a complete and distinct lighting—a clear, long short lighting never before accomplished with other lamps.

2,500 candle power and an entirely new and improved type of powerful reflector is the reason. Distance is no longer an obstacle with photographers who use SOL-LITE, for SOL-LITE throws a flood of clear vision light for a distance of 100 to 125 feet, bringing out every detail even in the largest groups.

This greatly increased volume of light permits the use of SOL-LITE in studios without the discomforting presence of heat, apparent with all other types of lamps that have to be placed directly up the subject. This new lamp more nearly approaches natural sunlight than any other method of lighting.



SOL-LITE
Just like Sunlight—

Even photographs made directly against the sun show no shadows when taken with SOL-LITE. It eliminates, entirely, the need of skylights and can be depended upon, at all times, to meet every lighting problem with entire satisfaction.

To properly appreciate this remarkable new lamp you must actually use it—only then can you realize what a revolutionary development it is. Send for one today—it's price of \$37.50 (lamp \$6.90, extra) is easily within the reach of every photographer.

Order NOW from HIRSCH & KAYE

Spotlights

(Continued from page nineteen)

rod pulled forward, giving the light an upward tilt of from 40 to 70 degrees. It would be well to avoid having the light strike the more angular parts of the features, such as "bones in the neck," lines, crooked noses and double chins. In our enthusiasm over the spotlight, we must not forget that it is better to flatter than otherwise, and that a lot of trouble can be saved the saleswoman and retoucher by the thoughtful and careful cameraman.

A diffusing screen of fine wire gauze or black Georgette silk crepe is very good for subduing the intensity of the light, and should be used where the right degree of softness cannot be obtained with the focusing attachment.

For effect of sunshine, direct the light from the desired angle and regulate the light intensity by focusing or with a screen. These lightings are much more interesting where the light is directed through a bit of feathery foliage or when the subject is wearing a hat. The impression of the out-of-doors is greatly enhanced by the use of branches, twigs and flowers.

For "Shadowing," the light should be directed at subject from the right or left of camera, at an angle that will cast a shadow of subject onto background. The ground should be plain and preferably light, and should be used close up to subject.

Beautiful and unusual effects may be secured by placing the subject before a plain white Lonsdale muslin or cambric ground and directing a round halo of light on ground from rear, having the circle of light big enough to encompass the head and shoulders. Then with a few twigs or sprays of delicate flowers introduced into the light circle just back of the screen, a very pretty shadow background may be composed. The general lighting on the subject may be used full strength as usual or subdued to produce a silhouette, or semi-silhouette.

To accentuate the center of interest in portraiture, the spotlight should be used with a diffusing screen of ground glass, and pointed from the direction

of the general lighting source,—the light from the spotlight to be keyed a trifle higher than the general lighting.

Very pleasing are the results obtained when the beam of light is directed from the vicinity of camera, to take within the circle of light, the head, or head and hands, the spotlight to be screened or used open,—depending on the strength of the general lighting and the effect desired.

Results that are most wonderful, beautiful and flattering may be obtained with one or more spotlights,—the kind of lightings that pleases the patron, the saleswoman, and the man who pays the "overhead."

-- --

Ask us for Mr. Beattie's recent booklet on the use of the spotlight, "The 45 Degree Angle." Well illustrated and very helpful.

-- --

Beattie Spotlights and other lighting equipment can be obtained from Hirsch & Kaye. Terms if desired.

-- --

FRONT PAGE ILLUSTRATION

The picture on the front page is one of a prize winning series. Made with Victor Flash Powder at F.11 only ½ ounce of powder was used for a calendar picture of which a thousand were sold with good profit to the photographer.

Are you overlooking any opportunities in your vicinity? Hirsch & Kaye supply the Victor Flash Powder and flash lamps you may need.

-- --

INK FOR YOUR PRINTER

To meet the demand for a really waterproof ink for marking prints, we now carry a new line of inks. Several shades of color are in stock, but unless you prefer a green, blue, or lavender, we suggest you order black.

If this ink could talk it would truthfully say, "I do not choose to run in 1928 or any other time, nor smear or transfer to other prints."

MONARCH INK, 1 oz. size.....50c

1928 FALL STYLES

A Colorful Mounter for these Colorful Times



The Park Avenue

(Flamingo Stock)

This is an ultra modernistic style. The scheme of coloring is skillfully made use of.

The multi-toned cover serves only as a container for the insert and portrait. It attracts—not detracts. When folder is opened the portrait is shown mounted on fine quality Cream-White or Ivory-Buff stock. The insert ornamentation is a duo-tinted etched design—and added touch is the feather-weight fly-leaf.

Sizes.....4x6 to 8x10 in Arched or Circle Opening

Price Range.....\$16.00 to \$27.00, per 100

A modern—colorful mounter for your best priced inslip portraits. Striking and artistically correct.

Samples of both colors for twenty-five cents

SAMPLE OFFER FW-15

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

Hello, dear reader, how are you today?
I guess your wondering what I'm gonna
say—
I'll talk about myself, tho I'd rather hit
the hay
For that's my weakness now.

You folks who turn to my page first
don't know how nearly you lost me. I've
been here nearly 2 (two) years now and
of course I know all about the game. So
I asked to be transferred to the snap shot
refinery, where they finish the pictures
the amateur starts.

I looked the place over. Near a Pako
Printer I saw a tray with some solution
nearly empty and a big box nearly full
of solution to I sed I'll help Mr. Don-
nelly (he's the foreman, but works just
the same) so started to take some solu-
tion from a big jar nearby and put it
in the tray. Mr. Donnely gets all ex-
cited and sez whats the big idea of adding
hypo to my developer. Why not, sez I,
dont you use both on every picture?
True enough sez he but you dont eat
pickles and ice cream together.

He then sez Jerry, shut the door, I'm
going to make some X-Rays and I got
scared because I found a pretty picture
on Mr. Wolffs desk and stuck it under
my coat to take home. I was afraid
they'd find it when they took the X-Ray
but I felt better when I found that he
meant he was going to develop some
X-Ray film a doctor brought in.

The next job was to help trimming.
On almost the first picture I cut off a
mans feet but when Miss Austin and
Miss Kisby balled me out for it I sed,
that's all right you can tell the cus-
tomer the film was light struck or he
held the camera too high.

Next day I felt all swelled up when
Mr. Donnely said I should work in the
enlarging room. I thought he meant to
use the 8x10 Eastman Projection printer,
but he ment to clean up and sweep the
floor.

I watched him make some enlarge-
ments till he sed Jerry open that gross
of 11x14 paper thats on the shelf. I
reached for it and it slipped and landed
on his foot. You ought to hear what he
sed, but I don't see why he should get
so excited, because it was soft paper.

The next thing I did was to open up
another box of paper. The label said it
was extra hard but I opened it easy.
First thing I knew Mr. Donnely sed
look out you'll fog that paper. You'd
better go down stairs, you're too bright
for this dark room.

So here I am, back on the job, and
ready to help run the business. To prove
it, if you want special service, address
your orders to

JERRY.

The Discriminating Public

Is not, as some suppose, a limited group with critical faculties of an exceptionally higher order

The man in the street, with the assistance of his wife and family and friends, develops an astonishingly shrewd preference for the better product or result.

Over any period of time, the photographer who is animated by a lively respect for the intelligence of his patrons is most secure in his hold upon their favor.

The manufacturing standards by which Agfa Ansco papers are measured are based upon the belief that only the best is good enough for our customers, as only the best is good enough for yours.

AGFA ANSCO CORPORATION

Binghamton, N. Y.

:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda.....	Box 2206, The Focus	Placerville.....	Box 2131, The Focus
Jackson.....	Box 1023, The Focus	San Bernardino.....	Box 2122, The Focus
Los Angeles *.....	Box 2211, The Focus	San Francisco **.....	Box 2208, The Focus
Merced.....	Box 2124, The Focus	San Leandro.....	Box 2216, The Focus
Oakland.....	Box 2143, The Focus	Santa Paula.....	Box 2164, The Focus
Oakland.....	Box 4142, The Focus	Stockton.....	Box 2197, The Focus
Palo Alto.....	Box 2153, The Focus	Turlock.....	Box 2109, The Focus
Palo Alto.....	Box 2104, The Focus	Ventura.....	Box 2144, The Focus
Palo Alto *.....	Box 2204, The Focus		

Oregon

Ashland.....	Box 2089, The Focus	Bend.....	Box 2209, The Focus
Ashland.....	Box 1965, The Focus	Freewater.....	Box 2097, The Focus
Baker.....	Box 2087, The Focus	Salem.....	Box 2114, The Focus

Washington

Concrete.....	Box 2123, The Focus	Snohomish.....	Box 2086, The Focus
Olympia.....	Box 2210, The Focus	Seattle.....	Box 2137, The Focus

Nevada

McGill.....	Box 2095, The Focus	Reno.....	Box 2125, The Focus
Reno.....	Box 2202, The Focus		

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* Finishing and Art Goods ** Workrooms down town

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Information wanted at SERVICE DESK, about—

P. Hamlon, formerly, Corning, Calif.
C. J. Briggs, formerly, San Francisco

H. C. Wilson, formerly, Salt Lake City.
H. M. Collett, formerly, Eugene, Ore.
Gail Wellington, formerly, Reno, Nev.
C. R. Mandeville, formerly, Los Angeles.
P. J. Standar, formerly, Dunsmuir, Calif.
Mrs. S. Denton, formerly, Oakland.

Bargains for the Photographer

No. 123	Photo Mailers	4½ x 7	list	per	hundred	-----	\$1.00
No. 234	"	"	5½ x 11¼	"	"	-----	2.00
No. 240	"	"	6½ x 13¼	"	"	-----	2.50
No. 246	"	"	7½ x 15¼	"	"	-----	3.30
No. 162	"	"	13¼ x 17½	"	"	-----	5.20
No. 160	"	"	12 x 18	"	"	-----	5.00
No. 157	"	"	12¼ x 16¼	"	"	-----	4.80
No. 154	"	"	12½ x 14½	"	"	-----	4.50

8x10 Enlarging Back for Corona View Camera—Bargain Price, \$5.00.

Anthony Scoville Studio Stand. An old model, but in very good condition—Bargain Price, \$25.00.

F. & S. Vignetter. Fastened to the bottom of your Studio Stand and completely controlled from behind the camera as you focus—Bargain Price, \$9.75.

One pair 12-inch mounted condensing lenses. These are mounted in metal ring mount. Will completely cover 6½x8½ negatives of the principal portion of 8x10 groups or views—Bargain Price, \$49.50.

8x8x38 10-gallon Stoneware Tank. Looks just like new. Bargain Price, \$10.00.

8x9½x42 14-gallon Stoneware Tank. Perfect condition—Bargain Price, \$15.00.

Pako Globe Washer with 110 Volt A. C. Motor. Used less than two weeks. Bargain Price, \$55.

20" Horse Shoe Wringer. Light model, but very practical—Bargain Price, \$8.75.

Majestic Mounting Iron. Very useful for mounting with dry mount tissue—Bargain Price, \$5.75.

One pair 10" mounted Condenser. Mounted in metal ring mount. Will cover 5x7 and most of 6½x8½ negatives—Bargain Price, \$27.50.

5x7 Ingento Horizontal Enlarger. Complete with Mazda Lamp and a pair of 9" Condensers. Very practical—Bargain Price, \$67.50.

Model A1 Wold Air Brush. Probably the most popular Air Brush made—\$12.50.

Model AB Balopticon with No.4064 Lantern Slide attachment with 4" focusing lens for day light screen. An extra Condensing lens is supplied as well as a Lantern Slide carrier.

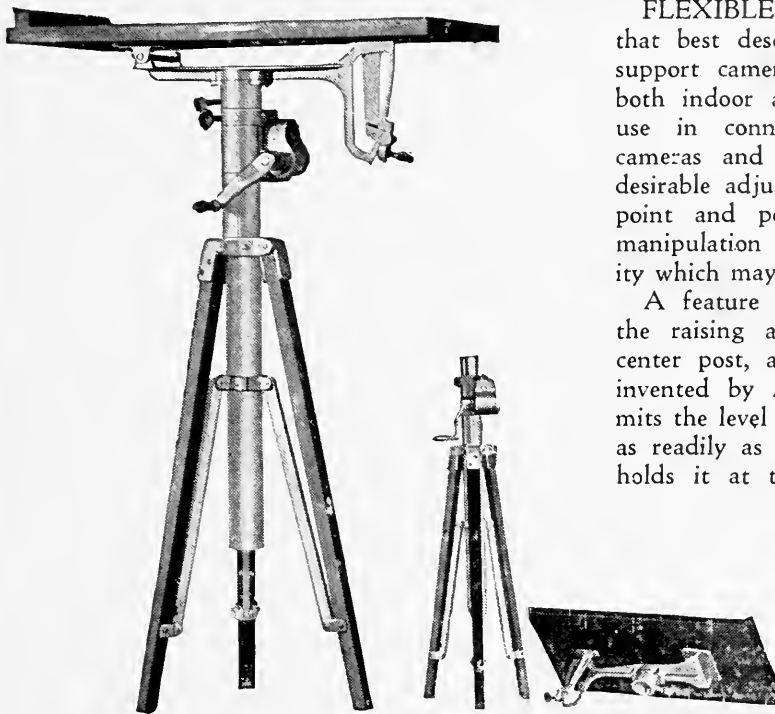
No. 2 Wratten Safe Light Lamp. Safe Lights 8x10 can be used and are available for every condition—Bargain Price, \$4.75.

7x10 No. 2 View Camera with 2 portrait Film Holders, Focusing Cloth on Condenser in strong wooden carrying case. Outfit is in excellent condition—Bargain Price, \$47.50.

One extra film holder and 3 extra plate holders for the above 7x11 outfit can be supplied at only \$2.00 each.

14x17 Eastman X-Ray Illuminator. Will make an excellent illuminating device for you to judge and compare your negatives. Very practical for portrait commercial or X-Ray work rooms—Bargain Price, \$3.50.

The Ansco Universal Camera Stand



Revolving top $6\frac{3}{4} \times 9\frac{1}{2}$ may be tilted and locked at any angle.

To raise or lower, just turn handle. Stays put without set-screw adjustment.

Adjustable automatic brace to lock legs.

Height when extended is 54 inches—when closed 28 inches.

Weight 8 lbs.

Price \$25.00

FLEXIBLE SECURITY is the term that best describes this stand. Made to support cameras of professional size for both indoor and outdoor work, also for use in connection with motion-picture cameras and projectors, it embodies all desirable adjustments for change of view-point and position and for convenient manipulation of the camera, with a rigidity which may be relied on at all times.

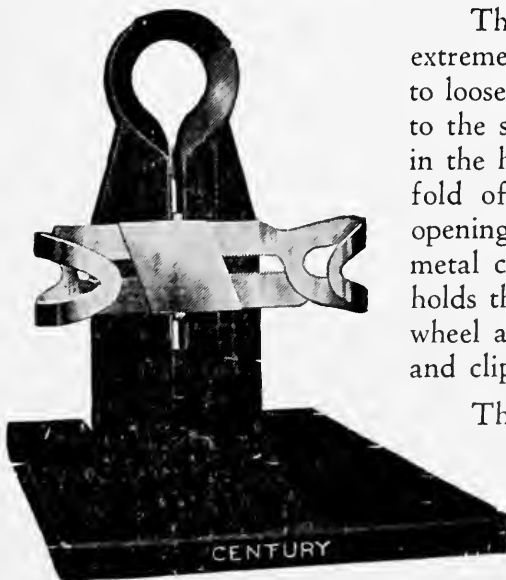
A feature found in no other stand is the raising and lowering device at the center post, a new mechanical movement invented by Ansco. This not only permits the level of the camera to be changed as readily as the focus, but automatically holds it at the selected height, without the necessity of set-screw adjustment. The convenience of this movement is especially appreciated by those who have used other stands.

The revolving top is another feature that is indispensable in many ways. It revolves freely by means of telescoping aluminum drums, giving secure bearing surface, and may be tilted to an exact perpendicular for vertical use of the camera in photographing jewelry and other small objects.

For working in a corner or restricted space, the triple leg-brace action may be raised, and if desired, locked. The legs are thus held close together, yet rigid. Wood and metal work is the best throughout, making a fine piece of apparatus. Portable, convenient, and professional in appearance.

You need this. Order today from
HIRSCH & KAYE

The Century Baby Holder



The adjustment of the Century Baby Holder is extremely simple. The wheel at the back is turned to loosen the side arms, allowing them to be adjusted to the separation required. The child is then placed in the holder and the side arms pressed together. A fold of the child's clothing is drawn through the opening in the top of the back standard and the metal clip swung into position over the cloth. This holds the baby in an easy and natural position. The wheel at the back is turned, fastening the side arms and clip in position.

The Century Baby Holder is finished in weathered oak; all metal parts being oxidized.

PRICE

Century Baby Holder.....\$7.00

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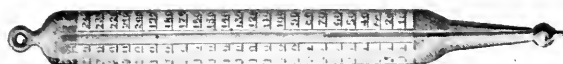
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SAN FRANCISCO.

MAYBE FAIRIES WON'T SIT FOR THE AMATEURS

Sir Arthur Conan Doyle's assertion that fairies can be photographed is without fear of successful contradiction, if we may borrow that useful phrase from the political orators. What Dr. Watson is going to prove that Sherlock Holmes is wrong? And how is he going to prove it?

Let the skeptic arm himself with a camera, back a fairy into a corner and press the button. If the plate comes out a mere blob, what of it? Millions of miles of film every year are developed only to show the portrait of a fog or the interior view of smoke screen. But that does not prove the lenses were not pointed directly at beautiful bathing girls, frolicsome dogs, cute babies, spreading landscapes or majestic buildings. And so with fairies. If they don't come out on the plate that may prove only that somebody needs a lesson or two in operating a camera.

Sir Arthur Conan Doyle says he has photographed fairies, an he has the pictures to prove it. Skeptics may scoff and cry haywire. But so it is with all great discoveries. After Columbus discovered America there were some doubters who demanded he prove it by standing an egg on end. Doyle might take this method of proving his care if it weren't for the fact that so many eggs these days are hard boiled. In the meantime, Watson had better keep his needle handy.—*S. F. Chronicle.*

Eastman Mask Chart

The Eastman Mask Chart affords the simplest possible means for the production of printing masks with rectangular openings of any size up to capacity of chart.

The chart, of non-actinic paper, is accurately ruled, and marked in inches, so that all that is necessary is to cut with a sharp knife to where the lines producing the size desired intersect.

Eastman Mask Chart, 5 x 7, per doz...\$0.10
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Speedy, economical, convenient, self-adhesive, 7 standard sheet sizes, convenient packages, is not gummed, does not curl, does not fray, has no odor, not affected by heat, cold or dampness, no fuss, no muss, reasonably priced. **GUARANTEED!**

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Prices Per 100 Sheets

In packages of 100 and 500 Sheets
(Minimum Order 100 Sheets)

SIZE	100	500
	Sheets or More	Sheets or More
9x12	\$2.50	\$2.25
12x12	2.85	2.55
11x14	3.65	3.30
12x18	5.00	4.50
18x24	9.70	8.75

PRICES PER YARD IN ROLLS

Rolls are 36 ins. wide and approximately 40 yds. in length

(Minimum Order 10 Yards)

10 yard rolls	\$ 3.00
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Above sizes carried in stock by

HIRSCH & KAYE

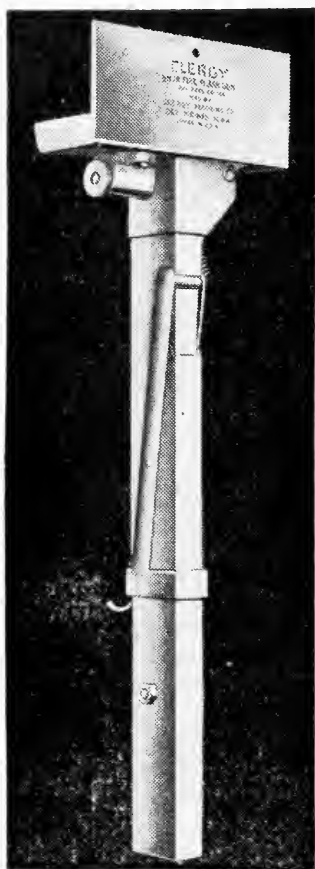
Your logical source of supply

Don't be afraid of big things—a Packard steers easier than a Ford.

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Men of little faith never amount to much in business.

The Clergy Shur-Fire Flash Gun



An efficient, safety, durable flash gun.

It is oftentimes absolutely necessary to use flash for making a certain picture. A reliable, properly constructed, sure to ignite at the right time, and one that is perfectly safe is the Clergy.

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Primers, per box of one hundred, \$1.00.

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(For modifying Sepia Prints)

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TONING COMPOUND

Each in separate cartons

These Toners work well with all makes of contact and enlarging papers.

Full directions with every carton

Per package—any color. 70 cents

TRY IT YOURSELF

A man with an uncanny mania for juggling with figures placed a pad of paper and a pencil in his friends hands and said: "Put down the number of your living brothers. Multiply it by two. Add three. Multiply the result by five. Add the number of your living sisters. Multiply the result by ten. Add the number of dead brothers and sisters. Subtract one hundred and fifty from the result." The friend did as directed. "Now," said the other with a cunning smile, "the right figure will be the number of deaths, the middle figure the number of living sisters, and the left-hand figure the number of living brothers." So it was.—*Tit-Bits.*

ARTURA

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Smooth Surface, D.W.

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 H—Buff Veltex, D.W.
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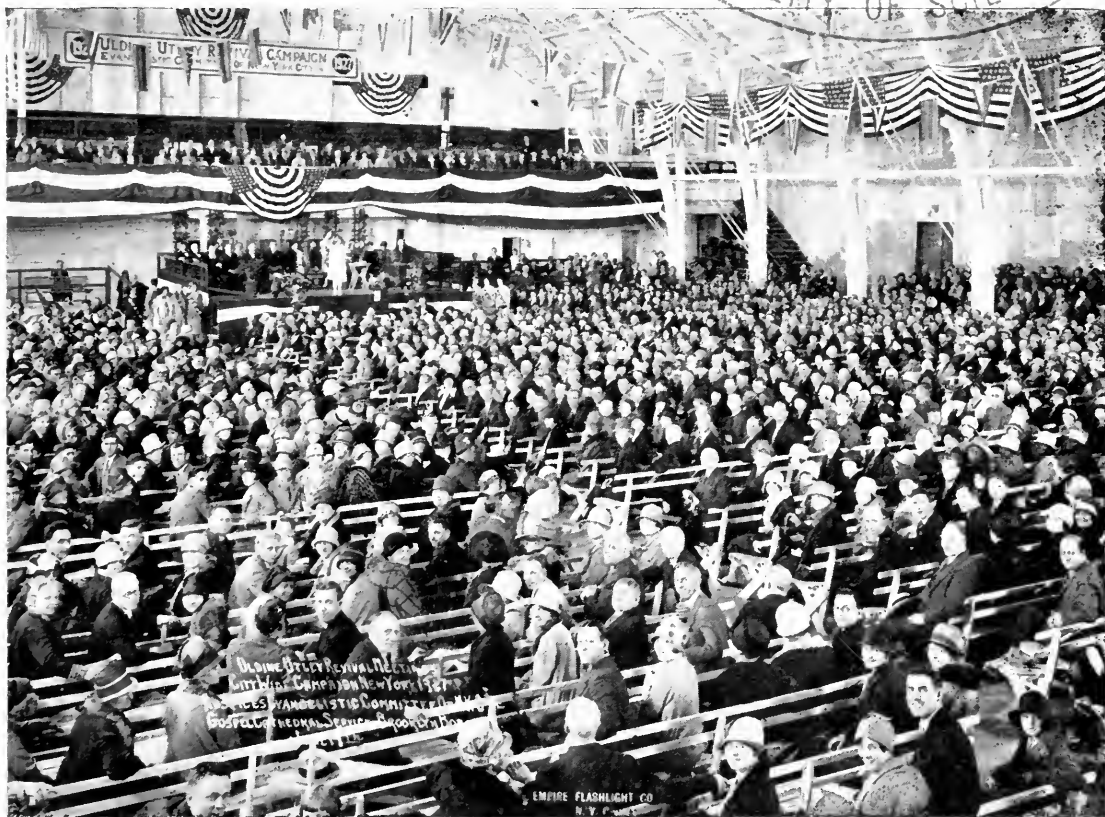
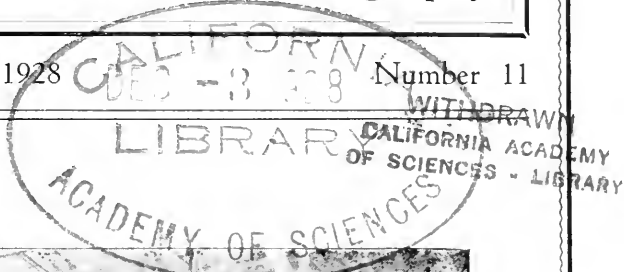
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

NOVEMBER, 1928

Number 11



Uldine-Utley Revival Meeting at Brooklyn. Made with 1½ oz. Victor Flash Powder, Normal Grade, in 4 open electric flash pans. Goerz Dagor 16 in. Lens. Stop F.16.

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AGFA ANSCO PAPERS



AGFA PORTRAIT FILM

No product for the professional photographer has found its way more definitely to a position of high repute and preferential demand than Agfa Portrait Film. By the quality and speed of its emulsion and the purity and flatness of its base, it has won over not only users of other film, but those who hitherto have clung to plates. Supplied either clear (regular) or with patented matt back at a slightly higher list.

PAPER SUGGESTION

In the diversity of Agfa Ansco paper surfaces, several photographers in the same community find ample opportunity to feature an individual style that is distinctive yet not in competition. Cylko, Cyltex, and Crystal Stipple (each supplied in both white and buff) are examples. And in the beauty of the emulsion quality is in the final certainty of appeal --- and larger business.

*Independent stockhouses throughout
the country handle Agfa Portrait
Film and Agfa Ansco Papers.*

AGFA ANSCO CORPORATION

Binghamton, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

NOVEMBER, 1928

Number 11

: IN THE PROFESSION :

RICHARD C. SAUNDERS



His father's
customers died

While I was gazing out of the office window, in search of an appropriate opening sentence for this article, some one saw the picture on my desk, and asked, "Who is the doctor?"

Rather appropriate, for Richard's father was a doctor. Born in Macon, Missouri, he soon acquired a natural boyish ambition to be a cowboy. We are told he actually rode to California on a horse when only 14 years old.

Returning to Missouri he noticed that while his father's customers sooner or later died, "photographs live forever" so he obtained his first position, pardon me, job, washing and sorting prints. After an apprenticeship of 5 years, he joined the crew of an itinerant photographer, specializing in industrial plant interiors. This specialty emphasizes that there is really nothing new under the sun.

This work took him into various sections of the country, and on his second visit to California, he married an Iowa girl, and settled for a while in Sacramento, where he started the Commercial Photo Copy Company.

His present address is 230 DeYoung Building, San Francisco, and his specialty is Photostat copies. In this modern field he has as much as he can handle. He

is an Elk, but prefers the company of his wife and two beautiful daughters to lodge activities.

He has confessed to another weakness, and that is golf. He is on the greens at every opportunity, but with becoming modesty, he keeps his score a secret.

We have known him for a good many years and like to think of him as Sandy, the name by which he is known to a host of friends.

ENTHUSIASM

ENTHUSIASM is the greatest asset in the world. It beats money and power and influence. Single-handed the enthusiast convinces and dominates where the wealth accumulated by a small army of workers would scarcely raise a tremor of interest. Enthusiasm trample over prejudice and opposition spurns inaction, storms the citadel of its object, and like an avalanche overwhelms and engulfs all obstacles. It is nothing more or less than faith in action. Faith and initiative rightly combined remove mountainous barriers and achieve the unheard of and miraculous. Set the germ of enthusiasm afloat in your plant, in your office, or on your farm; carry it in your attitude and manner; it spreads like contagion and influences every fiber of your industry before you realize it; it means increase in production and decrease in costs; it means joy, and pleasure, and satisfaction to your workers; it means life, real, virile; it means spontaneous bedrock results—the vital things that brings you dividends.

—Henry Chester.

MR. STUDIO OWNER!

Your customer is interested only
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in the print the same lighting you
see on the ground glass.
Make better prints than the ones
you thought were best.

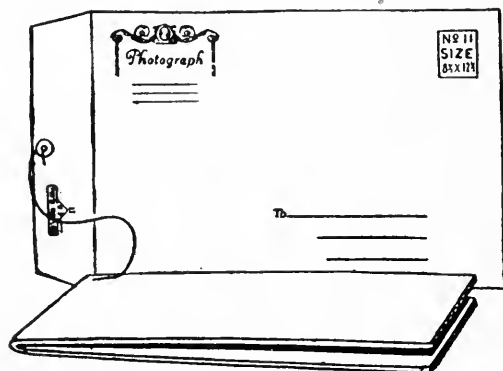


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has the only double seal feature of string
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sible to mail photos to foreign countries
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*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other
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of breaking photographs, drawings, sketches or any
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board which covers the photograph or drawing both
front and back. The capacity of this mailer is
greater than others and it is more quickly sealed.
The various sizes we manufacture are made to take
all the popular up-to-date mounts in use by the lead-
ing studios throughout the country.

The new No. 11 Ingento Photo Mailer is now
made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photo-
graphs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with
super-strength corrugated board: it is ideal for large
prints, folders, enlargements and drawings.

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No. 2	$5\frac{1}{2} \times 7\frac{3}{8}$
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*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
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Prompt Shipments!

Photographers Broadcast

Address delivered over K. Y. A. San Francisco, by Kathleen Dougan, at the meeting of the Northern California Photographers Association, November 1, 1928

ONCE upon a time as all the very best stories begin, there was a gentleman who wanted to leave some semblance of himself for posterity. He wanted the generations that came after to know how he looked. It isn't on record that he wanted his sons and daughters to remember how he looked—and if he longed for his wife to have his likeness in a silver frame on her dressing table no one has told us about it.

No, he was a far-sighted gentleman—he looked down the ages and decided that some extraordinary means was necessary if his face and figure were to be presented to a far distant generation. He thought about this most earnestly. He thought about it in the evenings while his wife was out at a night club, or whatever corresponded to a night club in those days. He sat on his roof and looked at the palm trees waving and thought about this. Finally he built a pyramid. It took an incredible number of men and an unimaginable number of stones and a great many years. When it was finished there were some cubby holes of rooms inside, and in one of them was placed an effigy—a duplicate in face and figure of the gentleman in question—and in due time the gentleman himself entered the pyramid—and in due time, some curious persons called scientists came and they investigated and excavated and when they opened the cubby hole and the little statute hardly showing the ravages of four thousand years at all, was brought forth, everybody said, "Well, bless your life if there isn't Pharoah II"—and the gentlemen of the press representing the great newspaper syndicates of America stepped forward and snapped the shutters of their Graflex cameras and shortly thereafter all the Sunday supplements car-

ried the picture of Pharoah the Second to an admiring and waiting world.

That was the way it was done then. Of course one had to be a Pharoah to do it. Ordinary folk just had to manage without handing their likeness down the ages. As for having a likeness of little Eucalyptus at the age of twenty-two months, why an Egyptian mother never even dreamed of such a thing.

A little later this thing was managed differently—a little later—oh, quite a little later, some 3,000 years or so, quite a bit of progress had been made in this direction.

If you were very well-to-do you just called in the court painter and he produced a work of art that in the course of time would be called an old master and that might even get into the collection of an American millionaire.

If you were—let us say—a noble citizen of Florence there was Leonardo de Vinci who painted excellent portraits. True, he spent much of his time working on a strange thing called a flying machine and in making mathematical calculations and; too, he was painting a very important picture called the "Last Supper," but if you couldn't get Leonardo or if he were not to your taste, there was Michael Angelo who was very much thought of, and then there was a young chap just coming on by the name of Raphael. For a reasonable number of soldi as such things go, you might be painted in a red cape and a black velvet cap ornamented chastely with pearls.

Or, a little later, over across the Channel you could be pictured in a romantic setting and a semi-classic costume by one Mr. Romney. A Mr. Gainsborough too was very much the thing for a while.

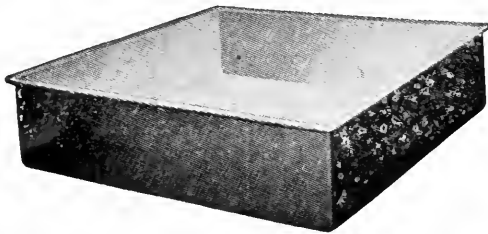
While all of this was quite an im-
(See page 7)

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

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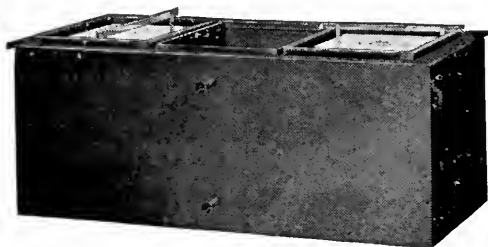
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

		10x12x5"
12x16x5"	16x20x6"	18x22x5"
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Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned and Handled. Best Economizes solutions.

AMATEUR FINISHING OUTFITS. Roll Film and Circuit work. Enormous daily output.

Enamel Water-jacket. 1 developing tank. 1 fixing tank. Middle space for washing and rinsing. Circulating water—for temperature regulation.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

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"The best by test."

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

He Got His Glasses at Hirsch & Kaye

A tramp fell off the rear end of an Illinois Central freight and was hurt. During the investigation that followed a colored brakeman was examined:

"Was the man on the train?"

"Yes suh."

"Where did you see him?"

"Bout thutty cahs back."

"What time of night was it?"

"Bout 'leven o'clock."

"Do you mean to tell me that you saw that man thirty car lengths away at night?"

"Yes suh."

"How far do you think you can see at night?"

"Bout a million miles, I reckon. How fah is de moon?"

Now You Can Transmit a Photograph of Anything

Communications, documents, pictures, drawings and other matter are acceptable at Western Union offices for telephotographic transmission. Anything that can be photographed can be transmitted.

WHAT THE SERVICE CONSISTS OF—
AND WHAT IT COSTS

1. PHOTOGRAMS. These are communications delivered at destination in photographic facsimile—your own handwriting if desired. The rate is $1\frac{1}{2}$ times the full telegram rate to point of destination. (For example, 10 words by photogram to New York costs, \$1.80.)
2. TELEPHOTOGRAPHS. These are photographic reproductions by wire of documents, pictures, drawings, or any article which can be photographically reproduced. Delivered in prints 5 x 7 inches. Matter too large to be legibly reduced to this size is transmitted in sections 5 x 7 inches, each section taking full rate. A free explanatory message, not exceeding 25 words may be sent with the telephotograph. Documents or other matter to be sent as telephotograph, may be attached to sending blanks provided for the purpose, or any other piece of paper on which is written the address, explanatory message, and signature. The rate ranges from \$15 to \$50 depending on destination.

These new and novel services are in effect at present between San Francisco, Los Angeles, St. Louis, Cleveland, Chicago, Atlanta, New York, and Boston. Other cities are reached by mail delivery from the nearest telephotograph point.

The resulting facsimile delivered at destination, is identical with the original transmitted.

-- --

(Continued from page 5)

provement, to be sure, over the pyramid method, it certainly left much to be desired.

Just think for a minute of all the parents who must have gazed proudly and fondly at their offspring at the enchanting age of two (if two is the most enchanting age—sometimes I think it's three; again I'm sure it's four and sometimes I'm sure that going on seven is the most enchanting age of all.) Just think then for a moment of these proud parents who would have given much to have had a picture that preserved for them the round and rosy cheeks, the dimples, the incredible eyelashes and the adorable chin of this particular child and remember that there was no way to do this excepting by the practically prohibitive method of portrait painting.

This state of affairs had been going on for many a day. Something really ought to be done about it, said a Frenchman by the name of Daguerre who had been playing about with a curious contrivance called a *camera obscura*. Suddenly one day he turned the trick and photography was presented to a world that had needed it for a long time—that had needed it in fact ever since there had been children and dear knows that has been a very long time.

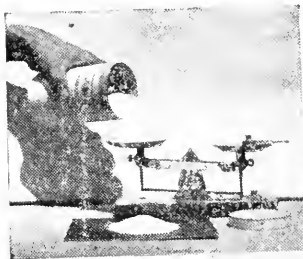
So grandfather was promptly photographed at the age of ten in a plush chair with fringe (the chair not grandfather) and great grandmother had her picture made in a buttoned basque and a very full skirt.

How far photography has progressed since those early days we all know. On every side, every day we see evidence of this—and as very special evidence the Photographers Association of Northern California presents an exhibition of photographs gathered from all parts of the world including the masterpieces and Salon Prints made and loaned by members of the Pictorial Photographic Society of San Francisco as well as those personally loaned by western artists of international renown.

These photographs are to be on display in the Exhibit Hall from 2 o'clock in the afternoon to 10 o'clock in the evening. You are cordially invited.

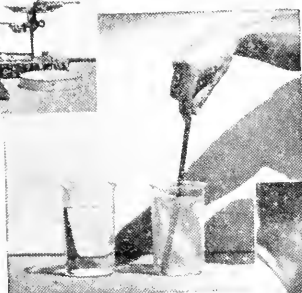
Make this Test to be Sure of Getting The Best

WEIGH out equal amounts of MALLINCKRODT Hydroquinone and the material you are now using.



Note the snow white appearance of M. C. W. Hydroquinone.

DISSOLVE the two samples in the same quantity of water.



Then compare the clarity of the two solutions.

Mallinckrodt HYDROQUINONE
WILL GIVE THE CLEAREST SOLUTION

NOT only will it be free from any cloud, but no suspended matter of any kind will be found. Clearness of solution is a safeguard against staining and spotting and is an indication of unusual purity.

A sample will convince you of its superiority. Send 25c for a quarter pound package.

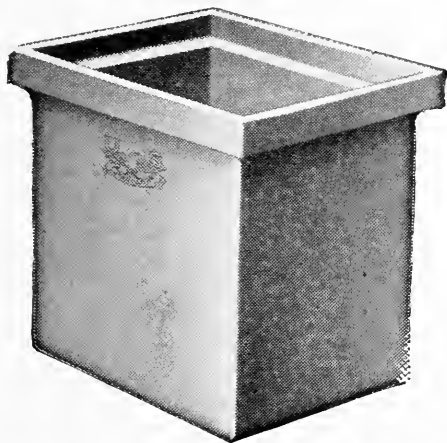
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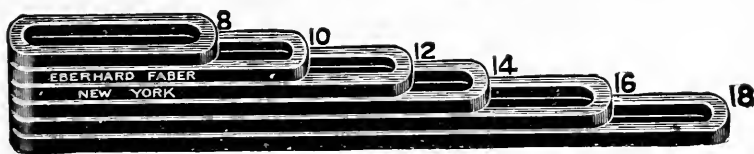
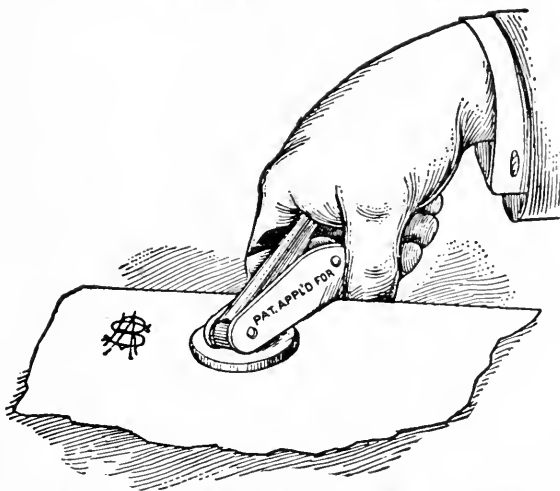
This Tank is of solid and substantial construction and is ideal for developing or fixing of 5x7 and 8x10 film and plate hangers. Unlike white porcelain, these tanks are chemical proof and alkali-proof throughout the body,—not merely protected by a surface glazing. Our glaze will not crack or craze.

The inside dimensions below the hanger ledge are 10 ins. long x $7\frac{3}{4}$ ins. wide x $10\frac{1}{8}$ ins. deep.

Price\$7.50

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Emboss your name on your pictures, as well as writing material. Easy to use, results are pleasing and neat. Your choice of numerous designs and styles of type. You must read the descriptive circular sent on request, to appreciate this useful accessory. The price is surprisingly low, so ask for circular.



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8	1/16 in.	$\frac{7}{8}$ in.
10	1/16 in.	$1\frac{1}{4}$ in.
12	1/16 in.	$1\frac{3}{4}$ in.
14	1/16 in.	2 in.
16	1/16 in.	$2\frac{1}{2}$ in.
18	1/16 in.	3 in.

We can also supply wider and longer bands.

lb. cartons, per lb.\$1.50

$\frac{1}{4}$ lb. boxes, each60

Order today from *HIRSCH & KAYE*

Readers in the East Bay district who contemplate installation of Cooper Hewitt tubes are referred to the firm of T. L. Rosenberg Co., 419 Webster Street, Oakland. These people were recommended to us by the Cooper Hewitt organization, and are competent to do installation and maintenance.

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Not the brown derby kind, but a cleverly designed hard rubber lid for your No. 3 Steel Enamel (8x10—5x7) Developing Tank.

Steel Enameled lids are discontinued, but now you can obtain from Hirsch & Kaye, **HARD RUBBER FLOAT-ING LIDS** at \$1.20 each.



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Dealers in Principal Cities of the United States

NOVABROM	<i>The Standard Bromide Paper for Every Phase of Photography.</i>
-----------------	---

. So much copy work of very old portraits of men with sideburns and their ladies. Also of a baby who died of convulsions. The mother had a No. 127 film—oh! so thin and I had to retouch it so it would print better and enlarged it about ten times the size and I had to spot the enlargement in order to remove scratches done by the etching knife—it was the best that could be done with a bum film. The film was a little blurred.

I cannot understand why people neglect to have their children photographed by a regular studio instead of relying on a kodak to keep their memories alive.

It is up to us phtographers to impress on the parents of the children the importance of photographing them before they regret it and it should be done by strong advertising.

As to this advertising I am on the look-out for something new and distinct that will tell the story in a nutshell without having to write a book on child portraiture—and send to the parents.—C. A. L., (Placerville).

--:--

I have appreciated receiving your special Bargain Bulletin and several other letters containing information on special equipment of various kinds, and wish to thank you for placing my name on your mailing list. I shall be glad to have you send me any special advertising matter you may be distributing at any time.

All my experience with your house has been a pleasure, and whenever I can favor you with even small orders I shall be glad to do so, as your service is excellent and goods always satisfactory. It is now difficult to secure much of anything outside of what might be termed "standard supplies" such as films and developers, in ----- even what I would term standard printing papers not being always available, necessitating special ordering.—H. H. T., (Sacramento).

--:--

In the future I hope to pay Hirsch

& Kaye immediately. Do you folks allow the usual 2% discount for cash? I greatly appreciate the service and promptness with which my small orders are handled at your house so I can at least show my appreciation by paying cash and therefore save fuss and book-keeping.—M. C., (Santa Rosa, Calif.).

--:--



If you have resisted the intriguing offers made thus far by the P. A. of A., you cannot continue to do so and be fair to yourself. The latest issue of *The Pathway* introduces the Portrait Business Building Book to boost portrait business and *The Plan and Prosper* campaign of Commercial Photography.

Just stop and think what this means to you! Could you afford to employ the services of a Nationally famous advertising man? Could you by any stroke of diplomacy secure the advice and the counsel of the most successful men and some of the clearest thinkers in your profession—men who have a first hand knowledge of the publicity mediums which pull most for the photographer? You know you could not. And yet the P. A. of A. offers all this to you at a mere fraction of its actual cost if you had to employ such experts to do it.

You are not in business for your health and not alone for pleasure, but for the money there is in it. This campaign is aimed to bring you business of a profitable nature. Can you Portarit and Commercial Photographers afford to resist the temptation to increase your profits?

--:--

If you succeed in life, you must do it in spite of the efforts of others to pull you down. There is nothing in the idea that people are willing to help those who help themselves. People are willing to help a man who can't help himself, but as soon as a man is able to help himself, and does it, they join in making life as uncomfortable as possible.—E. W. Howe.

--:--

Indulge not in vain regrets for the past, in vainer resolves for the future—act, act in the present.

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Photographic Prints Executed in
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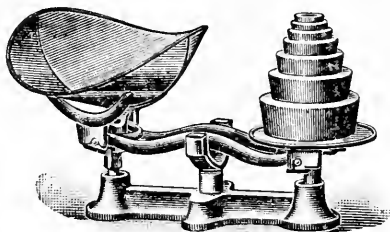
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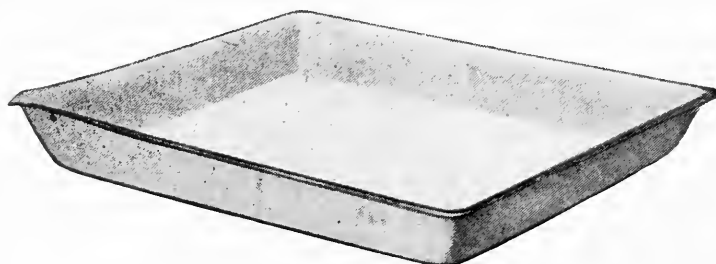


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 can be ordered from

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Enameled Steel Photo Trays
 —acknowledged by all experts
 be the best Photo Trays now
 produced—are furnished with a
 quadruple coat of enamel on
 armor plate steel, bottoms of
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 allows the user to pour liquid
 into the smallest bottle without
 the slightest trouble. Trays are
 free from bubbles and other
 such defects and are thoroughly
 acid proof.

Capacity	Full size	Depth	Price	Capacity	Full size	Depth	Price
4x 5	4 $\frac{3}{8}$ x 5 $\frac{3}{8}$	1 $\frac{1}{4}$	\$0.65	11x14	12 $\frac{1}{2}$ x 15 $\frac{1}{2}$	2 $\frac{1}{4}$	\$ 2.80
4x 6	4 $\frac{1}{4}$ x 6 $\frac{1}{4}$	1 $\frac{1}{2}$.65	14x17	15 x 17 $\frac{3}{4}$	2 $\frac{1}{2}$	3.60
5x 7	5 $\frac{1}{4}$ x 7 $\frac{3}{8}$	1 $\frac{1}{2}$.85	16x20	17 x 21	2 $\frac{3}{8}$	5.00
7x 9	7 $\frac{1}{4}$ x 9 $\frac{1}{2}$	1 $\frac{3}{8}$	1.10	18x22	19 x 23	2 $\frac{3}{4}$	10.00
8x10	8 $\frac{3}{4}$ x 10 $\frac{5}{8}$	1 $\frac{3}{4}$	1.25	20x27	21 x 25	3	12.00
10x12	10 $\frac{1}{4}$ x 12 $\frac{1}{2}$	2	1.50	22x27	23 x 28	3 $\frac{1}{2}$	13.50

What Makes Talking Movies Talk?

WHO has not attended the theatres lately and marvelled at the remarkable advances that have been made in talking movies?

At the present time there are two principal methods used in producing these pictures; the Vitaphone disc record system and Film Recording method used for producing Movietone, De Forest, Phototone, Cinephone and similar talking pictures.

In the Vitaphone system a phonograph record is used which is synchronized by electrical and mechanical means with the camera and projector. The reproduction of the record is made with an outfit similar to the well-known Orthophonic Reproducer, and the results are extremely good.

Directors and cameramen, in redeveloping this phase of the motion picture art, naturally turned to the equipment with which they were familiar in their "silent drama" work. The result is that the Bell & Howell Professional Cameras and Printers have been adapted for this work with such success that they may be considered as the standard for this field.

The sound vibrations are picked up by the regular radio type of microphones with which everybody is more or less familiar. These microphones have been developed to a high state of perfection and convert sound vibrations into electrical vibrations with great accuracy. Practically all of the old troubles of electrical distortion have been overcome. The electric current from the microphone is delivered to a special Photo-electric tube which changes the electrical impulses into light. This tube is so designed that it will vary the intensity of the light directly with the electrical impulses. It is mounted at the bottom rear end of the regular Bell & Howell Professional Camera in such a manner that the beam of light is focused on the film as it passes around the sprocket.

In developing this new branch of the motion picture art, considerable experi-

menting had to be done to adapt the apparatus that was conceded best for taking the regular pictures. First of all, the main camera sprocket had to be truer than the sprocket of an ordinary camera needs to be. Minute camera noises, ordinarily of no importance, assumed alarming proportions in this new field. It is significant that the Bell & Howell Company had, to a certain extent, anticipated the new developments in talking motion pictures, in that mechanical features had been perfected to an extent ordinarily considered unnecessary, if not a waste of time. It so happened that the special shuttle unit used for taking high speed pictures was found to be almost ideal, when used at regular speed, for talking pictures.

After the pictures have been taken in the camera, the master negative has to be carefully printed so that the many prints used in the theatres will all give satisfactory renditions of the original. In other words, the prints have to be technically perfect, otherwise the sound record will be affected and the reproduction distorted. Producers of talking movies have found that the regular standard Bell & Howell Film Printer could not be improved upon, though one or two minor changes have to be made to adapt the machine for this class of work. By fitting a special aperture plat to the printer, the picture is masked off to the right dimensions, and printing can be controlled with certainty.

Reproduction of the sound is accomplished in the theatre by reversing the sound recording process. Light passes through the film and the rays from the sound portion are focused on a photo electric cell similar to that used with the camera. This cell converts the light pulsations into electrical oscillations which are then amplified and delivered to loud speakers behind the projection screen. The amplifying system is very similar to that used for public address work.

Voigtlander Heliar Lens



PREFERRED for
its Versatility the
World Over

AMONG the more painstaking photographers the world over, the Voigtlander Heliar F:4.5 Lens is considered the leader for studio work. It is preferred alike by the portrait and the commercial photographer—each of whom finds the quality he needs most incorporated in this ideal lens.

Heliar is the product of a world-renowned lens organization, established in 1756—pioneers of many of the best-known lenses and optical instruments in use today.

It is unrivalled for critical, brilliant definition, flatness of field, speed and covering power. And it is popularly priced.

No.	Focus	Size	Price
3A	8¼-inch	5 x 7	\$ 65.00
4	9½-inch	5 x 8	90.00
5	12 -inch	6½ x 8½	130.00
6	14¼-inch	7 x 9	170.00
7	16½-inch	8 x 10	225.00
8	19 -inch	10 x 12	265.00
9	24 -inch	11 x 14	550.00

Hirsch & Kaye
Terms if desired

A Royal Opinion of Photographers

When Viscount Lascelles, (husband of Princess Mary) opened the recent British Photographic Exhibition, he said:

" There are three categories of photographers—scientific, amateur, and those who photograph for profit. From the last I have suffered a great deal and Princess Mary has suffered a great deal more. Such photographers have the most tiresome knack of clicking the camera just at a moment when one's mouth is wide open and some unattractive attitude is being struck by their victim. I would like to call that kind of a photographer a damned nuisance."—*Time*.

--:--

The rose is red, the violet blue;
This little bill is overdue.

So come across; we need the dough—
Not in the spring but now, you know.

The rose is red, the violet blue,
De we need cash? I'll say we do!

Please pay it now—don't wait till when
The rose and violet bloom again.

For if you do delay it thus,
No violet blue will bloom for us.

Unless you pay the rose will rest
Upon our fair and manly chest.

The birds will sing, but what of that?
We shall not hear them where we're at.

A timely contribution by C. Ferris
Smith, Colville, Washington.

--:--

The reason some men have trouble
in making both ends meet is because
the keep them headed in opposite directions.

--:--

Urge a man to greater effort, and he
will do well; praise the effort he has
made, and he will do his best.

Thanksgiving

A man's Thanksgiving: God of common sense, I give Thee thanks for the heavy blows of pain that drive me back from perilous ways into harmony with the laws of my being; for stinging whips of hunger and cold that urge to bitter strivings and glorious achievement; for steepness and roughness of the way and staunch virtues gained by climbing over jagged rocks of hardship and stumbling through dark and pathless sloughs of discouragement; for the acid blight of failure that has burned out of me all thought of easy victory and toughened my sinews for fiercer battles and greater triumphs; for mistakes I have made, and the priceless lessons I have learned from them; for disillusion and disappointment that have cleared my vision and spurred my desires; for strong appetites and passions and the power they give when under pressure and control; for my imperfections that give me the keen delight of striving toward perfection.

God of common good and human brotherhood, I give Thee thanks for siren songs of temptation that lure and entangle and the understanding of other men they reveal; for the weaknesses and failings of my neighbors and the joy of lending a helping hand; for my own shortcomings, sorrows and loneliness, that give me a deeper sympathy for others; for ingratitude and misunderstanding and the gladness of service without other reward than self-expression.

—ARTHUR W. NEWCOMB.

-- --

*He longed to find a road to fame,
But not a highway bore that name:
He never thought that fame might lurk
Along the dreary path called Work;
Because it seemed so rough and high
He passed the road to Service by—
Yet, had he taken either way,
He might have come to fame some day.*

Picture Framing

Another convenience for our friends

Almost every studio has excellent opportunities to sell frames, although many are not equipped for this profitable side line. Realizing this, we have added picture framing to the already extensive finishing department on the sixth floor of our building.

The framing we supply is of standard, but carefully selected moulding, out to any size. Various widths from 1/4 inch to 1 inch are available, in styles from the plainest to carved polychrome designs. Prices are reasonable, as you will see.

STYLE A MOULDING

Plain designs, grey, brown, black.

1/4, 3/8, 1/2 inch widths.

5	x	8 1/2	includ'g glass and back	\$1.00
6 1/2	x	8 1/2	" " " "	1.25
7	x	9	" " " "	1.25
8	x	10	" " " "	1.25
7	x	11	" " " "	1.25
11	x	14	" " " "	1.75

STYLE B MOULDING

Plain and beaded designs, gold or silver, plain or with color—1/4, 3/8, 1/2 inch widths.

5	x	7	includ'g glass and back	\$1.25
6 1/2	x	8 1/2	" " " "	1.50
6 1/2	x	8 1/2	" " " "	1.50
9	x	9	" " " "	1.50
8	x	10	" " " "	1.50
7	x	11	" " " "	1.50
11	x	14	" " " "	2.25

STYLE C MOULDING

Carved, beaded and more ornate than styles A or B, in Golden, Silver, plain or with color. 3/4, 1 inch widths.

5	x	7	including back	\$1.50
6 1/2	x	8 1/2	" " "	2.00
7	x	9	" " "	2.00
8	x	10	" " "	2.00
7	x	11	" " "	2.00
11	x	14	" " "	3.00

Special sizes on application.

Special discounts to professional photographers that will justify your sending your pictures to us. We do the work, you make the profit. We will select moulding if you wish us to.

Send Your Framing Orders To
HIRSCH & KAYE

Our Salesmen Tell Us ---



WM. WOLFF

At the meeting in the Clift Hotel Nov. 1, President Geo. Derbfuss of the P. I. P. A. said a lot of good could be done by publications he named, but failed to mention the FOCUS. Looks like you made a serious "faux pas," George, if you know what I mean. See page 5.

--:--

The Paralta Studio, formerly on Geary Street, San Francisco, has moved into the building next door to Hirsch & Kaye. The new studio, like the former one, is as up to date as can be arranged.

--:--

Kenny Kilborn of the Humboldt Daily Standard, Eureka, is getting some very fine Aerial views. I've always regarded Kenny as a high flier so perhaps it comes natural.

--:--

The Martin Studio, Eureka, is one of the busiest studios I call on. Reminds me that the editor once mentioned he thought photography received more publicity in Eureka than in any other town, and no one challenged the statement. How about it?

--:--



R. E. DERBY

An unusually interesting meeting of the Northern California Photographers Association was held November 1 in the Clift Hotel. About sixty people were there, a mighty fine tribute to the retiring president, "Daddy" Lancaster. At eight, the meeting went on the air, over K. Y. A. Music was furnished by Mrs. Elvira Johnson and Mrs. Florence Lancaster Hertzog. Two fine addresses were prepared by Kathleen Dougan and L. B. Morton. Mr. Morton was ill, and could not be there,

but his paper was well read by A. W. Grieve, of the firm of Beckman, Hollister & Co., business engineers.

Miss Dougan's address appears on page ... and we hope to have Mr. Morton's in a future issue. Both the music and addresses were of the highest quality.

Officers elected for the ensuing year are:

Mabel Spencer, President.

Sgt. John O'Callaghan, 1st V. Pres.

Tracy Webb, 2nd Vice President.

Olga Dahl, Treasurer.

Ida M. Reed, Secretary.

Wanda Stolte, Horace Smith, Kathleen Dougan, Directors.

The display of pictures, to which the public was invited, was well worth seeing. The Sunday before the meeting, some of these prints appeared in the Rotogravure section of the *S. F. Chronicle*. All this, and more, is needed to make people picture-conscious.

--:--

Mr. Paul Hollingshead has opened a nicely appointed Studio at 465 Geary Street. Mr. Hollingshead is recently from E. J. Steichen Studio New York City. As evidence of his progressive ideas he attended the broadcast meeting at Clift Hotel, November 1. We were pleased to meet him there and hope he continues to attend.

--:--



H. L. BUSH

L. M. Engel of the Nevada Photo Service, Reno, has enlarged his store and plant to twice its former size. He is some busy man! His institution is a credit to the profession and his city.

--:--

J. E. Richardson, of Westwood, wrote in asking us to locate him a couple of unoccupied seats for the California-Stanford Big Game. Sorry to disappoint him, but it just can't be done.

Our Salesmen Tell Us ---

Six of us in the office have been pulling strings for months for ourselves and the prospects are as black as Probus. We're hunting for oversized laps now or a vacant window in an adjoining block.

-- --

The orders for the New Clergy Flash Gun are flocking in now. This is some piece of equipment! Ask to see it.

-- --

The box of tomatoes from H. N. Tolton, of Lodi, and the box of grapes from J. Tolton, also of Lodi, were very much appreciated by the writer.

-- --

William E. Newton, of Palo Alto, draws his patronage from the four corners of the continent. As they say in baseball; this fellow has something on the ball.

-- --

On the day of our last visit to the Newton Studio, Francis X. Bushman, noted Cinema star was sitting under the Beattie Lights. When folks travel from Hollywood to Palo Alto for portraits "there's a reason."

-- --

Daniel Freeman, popular photographer of Monterey, reports that crops have been good on the ranch. We were out to the farm house some weeks ago and it was a real treat. Open fireplaces, rustic logs and running creeks bring back memories of Michigan farm days. Who would care to forget the pulling of weeds on the "South Forty;" the Ox Team and the stone boat; the hunting of hidden nests in the hay mow; threshing time and the gala of all events—a barn raising? *What Times!*

-- --

J. C. Shinkle, has purchased a studio in Colusa, California. That is not unusual news, but when we tell you it's the third time he bought the same studio, it becomes an item of interest.

I. Van Winkle, who was located at Porterville and vicinity recently lost his wife and suffered painful injuries in an auto accident. He was so badly injured that he is unable to continue the studio.

-- --



H. F. PETERSEN of business he called in Frank Church, formerly connected with one of the world's largest universities. Don't know what they do during the daytime, but they still have to work at night. Guess they forgot that an Election year is a bard one for business.

-- --

E. J. McCullagh, who has been absent from his studio for several months, is now back again. Though his operation was of a nature so serious that doctors almost decided it better to shoot him, he is now looking better and better looking than before.

It is about time that "E. J." got back to the studio. His son, Gavien, recently ordered a dozen ass't corks from me and I feel they were for no good purpose.

-- --

N. Geannini, formerly with Sandino of San Francisco, has purchased the Hernandez Studio in San Leandro. Looks to me like a good thing for him and he will surely do well.

-- --

Another studio recently opened in our city Oakland is the Schenck Studio, just above the Grand Lake Theater. If any more studios open up in the East-bay I may have to cut out one more matinee per week to get around to all of them.



Quality & Performance

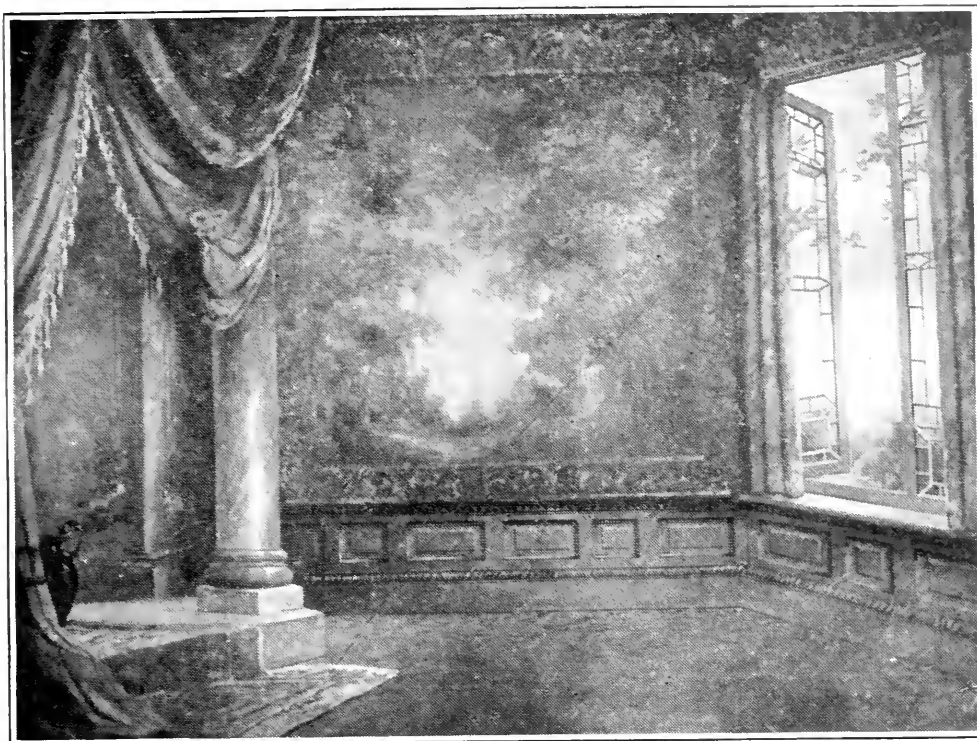
are essential considerations in selecting a lens. There is no all-round lens made that will give more uniformly excellent results than the Series II Velostigmat f4.5.

For portraiture, groups, commercial, enlarging or copying work, the quality of this universally used lens is supreme.

Let us tell you more about it.

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

Two New Designs of Backgrounds



NO. 2400 (above)

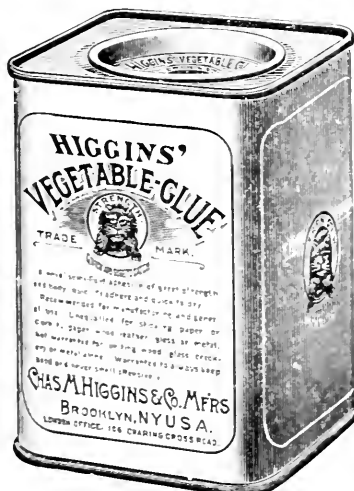
The many uses of this design will be evident to the photographer. Price, 40c pr. sq. ft.



DESIGN 2454

8x10, \$24.00; 9x12, \$32.40.
Other sizes 30c per sq. ft.

These are but two of many new designs. Others are shown in catalogue, gladly. Sent on request.



Higgins' Vegetable Glue

This is a semi-fluid adhesive of great strength and body; it adheres quickly and dries rapidly. It will be found of especial value in the photographer's workroom and for general use. It is unequaled for sticking paper or cloth to paper, wood, leather, glass or metal. Warranted to keep in perfect condition for an indefinite time and to never smell offensively.

Put up in square self-sealing cans.

PRICE

1/2-lb. can	\$0.25
1-lb. can	.45
2-lb. can	.65
5-lb. can	1.50
10-lb. can	2.75

Can be sent by mail
Order From **HIRSCH & KAYE**

Rexo Nitro Junior Lamp

A New Portable Hand Lamp that will give satisfaction

This lamp can be used as a hand lamp or can be placed on a stand for spot or general lighting.

Commercial and home portrait men will fully appreciate the compactness of this lamp as well as its powerful light giving qualities.



*Kaufmann & Fabry
Studio, Chicago*

Illustrating how the Nitro Junior Lamp can be used in conjunction with the Rexo Nitro Lamp

For motion picture work, the Nitro Junior makes an excellent light to soften shadows or can be used in pairs for general lighting. The Nitro Junior will also work in well in general studio work for special light effects and for diffused lighting.

While the regular 500 watt T20, 110-120 volt Mazda bulb is standard, the 100 volt lamp of this same size will give light nearly equal to the ordinary 1000 watt bulb.

The Biggest Light Value on the Market

Try one of these handy lamps and we know you will be pleased. Rexo Nitro Junior Lamp, net

.....\$5.00

Regular 500 Watt T20 110-120 volt....

Mazda Bulb, net

3.00

Special 500 Watt T20 100 volt Mazda

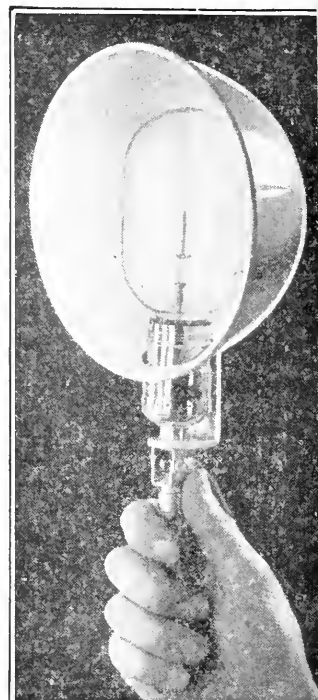
Bulb, net

3.25

Rexo Lamp Stand

2.50

**BURKE & JAMES, INC.
CHICAGO**



ALBO

gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

PREPARED BY

**Wildberg Bros. Smelting
& Refining Co.**

SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

DISTRIBUTED BY

HIRSCH & KAYE

ILEX PARAGON ANASTIGMAT

F:4.5

Enjoys a Perfect Record

Five years ago when this lens was first placed on the market it was referred to as the

Foremost Corrected F:4.5 Anastigmat.

The years have proved the accuracy of this statement. Of the thousands now in use none has failed to give complete satisfaction to its owner.

Brightness of image, needlepoint definition on a flat field covering sharply to the very edges at full aperture are

PARAGON CHARACTERISTICS

It costs nothing to convince yourself of these facts. Your dealer will be glad to send you an Ilex Paragon on 15-day trial.

ILEX OPTICAL CO.
Rochester, New York

Friendship is cemented by the sharing of some disaster, like a war, or a famine, or swellhead.

The only people who don't worry are those who have too much sense and those who haven't enough.

Bargains for the Photographer

Bargain prices offered on Annuals of last year's edition:

	Cover Paper	Cover Cloth
Photograms	\$2.50	\$3.50
American Annual	1.50	
Pictorial Work 1926		3.50
Pictorial Work 1927	2.50	3.50
British Journal Almanac		1.50
Penrose Annual		4.00

Bargain Price 50% from above list. Specify Bargain copies when you order.

To equalize our stock of Carbon Tissue, we offer the following colors, at greatly reduced prices. *Order at once*, offered subject to prior sale:

5 bands 103 Warm Black	each \$3.20	9 bands 105 Sepia	\$3.20
		4 bands 111 Cool Sepia	3.20
		4 bands 113 Portrait Brown	3.20
		5 bands 150 Ruby	3.20
		5 bands 150 Ruby	3.20
		5 bands 90 Single transfer	2.00

Used Remodeled Victor Flash Cabinet. Has illuminating surface 40x70 inches. This is the first used Cabinet we have been able to offer in a long time—Bargain Price, \$49.50.

Used 6" Silent Studio Shutter—Bargain Price, \$4.00.

Rockford Print Washer, 110 Volt A. C. Just in time for the Holidays—Bargain Price, \$32.50.

Eastman Print Washer on Individual Stand with 110 Volt A. C. Motor—Bargain Price, \$53.50.

One pair 10" mounted Condenser. Mounted in metal ring mount. Will cover 5x7 and most 6½x8½ negatives—Bargain Price, \$27.50.

Model A1 Wold Air Brush. Probably the most popular Air Brush made—\$12.50.

Anthony Scoville Studio Stand. An old model, but in very good condition—Bargain Price, \$25.00.

No. 2 Wratten Safe Light Lamp. Safe Lights 8x10 can be used and are available for every condition—Bargain Price, \$4.75.

F. & S. Vignetter. Fastened to the bottom of your Studio Stand and completely controlled from behind the camera as you focus—Bargain Price, \$9.75.

One pair 12-inch mounted condensing lenses. These are mounted in metal ring mount. Will completely cover 6½x8½ negatives of the principal portion of 8x10 groups or views—Bargain Price, \$49.50.

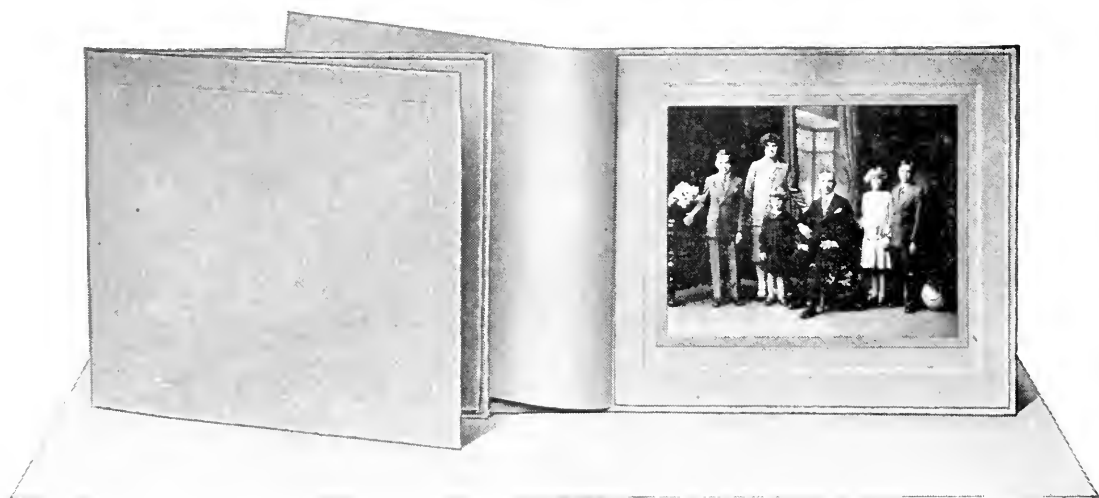
8x8x38 10-gallon Stoneware Tank. Looks just like new—Bargain Price, \$10.00.

8x9½x42 14-gallon Stoneware Tank. Perfect condition—Bargain Price, \$15.00.

Pako Globe Washer with 110 Volt A. C. Motor. Used less than two weeks—Bargain Price, \$55.

20" Horse Shoe Wringer. Light model, but very practical—Bargain Price, \$8.75.

*It is none too early to now plan for
the coming Family Group Portrait Season....*



The Midway

It will be to your advantage to become acquainted with our styles for 8x10 horizontal family and other portrait group work.

Therefore, we suggest that you take advantage of our special sample offer. This enables you to select the styles best suited for your requirements.

OUR SPECIAL SAMPLE SET OFFER

This set is supplied for 30 cents and consists of two folder and three easel styles—just the styles you need to select mounters for your good, better and best priced group work

SAMPLE OFFER FW-135

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

The editor is sore at me again. I told him a man was in while he was to lunch and said he didn't like something what was wrote in the FOCUS and wanted to punch the editor. What did you tell him says the editor and I say, I told him I was sorry you was out.

-- --

Theres no more shivelry these days. I was on a street car the other day with two (2) heavy packages. I had my eye on a seat when a lady sat on it.

-- --

I heard a big fat man on the car complan to the conductor about the rotten service. He said while a Boy Scout gave him a seat, his wife and Mother had to stand all the way.

-- --

Thats one thing the Boy Scouts teach, shivelry. Ever notice how perlite the kids are when they wear their uniform? Sometimes, when they dont wear the uniform I notice they're not quite so perlite, but as a rule, you can pick em out of a crowd.

-- --

I remember when I was a little kid and taking my sister to school. On the way she fell and tore her dress. Jerry she said, if you want to show people your shivelry you will give me that pin in your trousers. I said, Look here, sis, If you think I'm going to show my shivelry just so you wont show your petticoat, youre off your block. Go get your own pin.

I used to be a scout once. But when I strated to write for The FOCUS I had to mingle with men of affairs. But thats no sign I aint no gentleman.

-- --

I went into a picture show. It was awfully dark inside. It was so dark that a girl what came in didn't see me, and sat in my lap. From the sound of the music I was there long enough to see the picture three (3) times.

-- --

A blonde hair on a mans coat is no sign he's a gentleman.

-- --

I went to a lunch room and asked the waiter if he served any cheese with apple pie. He said sure, I'll serve anybody.

-- --

One day I wanted to get some sulphur and when I said I could get it cheaper in another store, the clerk said, sure—I know where you can go and get it for nothing.

-- --

My dad once told me everytime I was bad he got a gray hair. Gee dad, I said, you must have been a corker—look at grandpa.

-- --

I feel sorry for people who are old and bent, but not for people young and broke.

JERRY.

Beattie's Lightings to be Taught in Hollywood

The development of artificial lighting has been so rapid that few of even the best and most ambitious workers have been able to keep up with the advances made. Others are slipping backward. That a multiplicity of lights and a lack of experience in handling artificial light have, in a large measure, been responsible for this somewhat chaotic condition in this branch of portraiture is not to be denied.

With this state of affairs in mind and with a view to correcting the situation so far as lies within their power, Beattie's Hollywood Hi-Lite Company will conduct a series of lighting sessions under the personal direction of J. W. Beattie.

While lighting is to be the main issue, negative making will also be taught, inasmuch as a correct lighting may be spoiled by incorrect timing and developing.



*Margaret Shearer, of Hollywood
Negative by J. W. Beattie*

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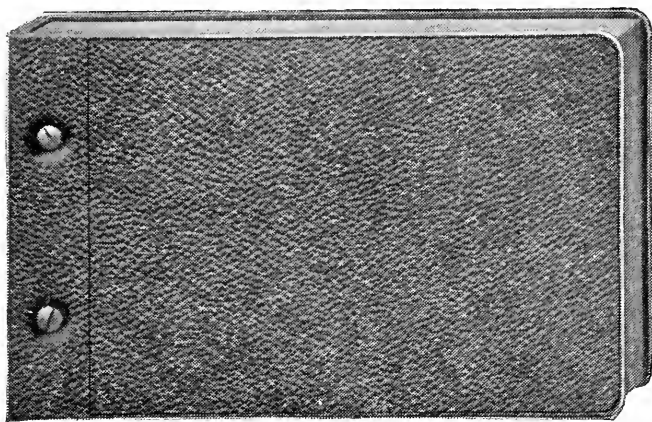
Sessions of two weeks each will start the first Mondays in January, February, and March. Fee very nominal. Write for particulars and make reservations now for the month preferred.

Beattie's Hollywood Garden Studio

6548½ HOLLYWOOD BLVD.

HOLLYWOOD, CALIF.

BADGER ALBUMS



Badger Albums and Covers countersunk two-piece metal backs with screw and sleeve telescopic expansion.

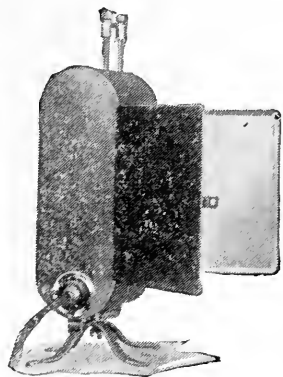
For more than twenty-five years the Badger Line of Albums and Covers has been recognized by discriminating album users as leaders, especially so for commercial use. We have eliminated all cheap imitation leathers and cheap leather, confining the line to cloth, badgerite (the hard wearing artificial leather) and heavy first grade cowhide.

Twenty-eight (28) numbers to select from—five sizes—5x8, 7x10, 8x10, 9x14, 10,12, and 11x14—all carried in stock in five attractive bindings.

Attractive sales offer to dealers. Write to HIRSCH & KAYE for prices.

Just what is it worth to you to get a picture of a prominent person who will not permit taking his or her picture indoors with flash light? Is it worth \$39.00?

This is the new reduced price of the Cameralite Arc lamp. When Arc light is suggested, you must not visualize a cumbersome, heavy, ugly, affair which requires a taxi to deliver, or an electrician to set up and use. One of those outfits that gives the sitter the impression you are bringing your baggage in for a long stay.



The Cameralite is entirely self-contained. It is supplied complete with 15 ft. of cable, plugs, table stand, and extra handle for hand use. All these fit into a carrying case which in size and appearance resembles a large Kodak. The outfit measurements are 6x3½x11" overall, and the weight is a little less than 8 lbs. This contains everything that is necessary except the current.

Illumination is obtained merely by plugging to the wall receptacle or socket, and in a minute you are prepared to take 16 motion pictures per second at F:3.5, or stills. The Cameralite will properly illuminate an area of 14 square feet, with a wealth of light equal in quality to sunlight. This equipment is used and recommended by Mr. Herman Steckhoff, associate news editor of M - G - M News, International News, New York, Evening Graphic, and many others.

You will find the Cameralite equipment invaluable for your work, and once you have used this outfit you will agree with other users that the Cameralite is ideal equipment for news photography. We shall gladly send the lamp with privilege of examination.

Order Cameralite and a supply of Carbons today, from

HIRSCH & KAYE

(3 months to pay if you wish)

Annual Publications

Every photographer should read at least one of the annual publications that will soon be released. The latest methods of technique, formulas and practice are outlined and the reproduction pictures are something to inspire anyone with new enthusiasm.

NOTICE THE ASSORTMENT WE OFFER

The American Annual Photography, 43rd volume, printed on the finest coated paper and containing one hundred or more reproductions of the best American and foreign photographs of the year together with numerous practical articles, formulary and other information. Price, paper \$1.50, cloth \$2.25. Now ready.

Das Deutsche Lightbild. A magnificent year book with beautifully reproduced photographs and a number of valuable technical articles in both German and English. Last year's volume of this was undoubtedly the finest pictorial annual ever published. Price \$3.75.

Photograms of the Year 1928. The international annual of pictorial photography containing selected prints from the best workers of all countries with valuable criticism of the pictures and other interesting text. Price, paper \$2.50, cloth \$3.50.

The British Journal Photographic Almanac. The big book of photography with practical articles, numerous beautiful pictures in roto-gravure and the well-known advertising section. Price, paper \$1 00, cloth \$1.50.

The Pictorial Work of the Royal Photography of Great Britain, 1928. A volume of reproductions of the finest photographs from this year's Royal Photographic Society Exhibition, with a running commentary and criticism by Mr. Tilney. Price, paper \$2.50, cloth \$3.50.

The Year's Photography. The annual number of the Royal Photographic Society's Journal with description and illustration of its annual exhibition of technical and pictorial photographs from all over the world. Price, paper \$1.25.

Penrose's Annual. The Process Year Book and Review of the Graphic Arts, 1928. This book contains valuable articles on the year's progress in photo engraving and printing methods with beautiful monochrome and full color reproductions by all the most beautiful process known. Price, cloth \$4.00.

The Japan Photographic Annual. Text partly in English, mainly in Japanese. Beautiful reproductions of Japanese work only. A much larger volume than last year's book. Price, \$3.00.

The Second International Photographic Salon of Japan, 1928. Beautiful full page reproductions of photographs from all over the world, exhibited in Japan in 1928. Price, \$4.00.

The Supply is limited. In some cases only a few copies will be received. **Order yours today.**

CHRISTMAS EVE

-- most important date
in the photographer's year

*A*nd as this time limit for the delivery of Christmas portraits approaches, the need for the best material becomes more urgent. :- :-

AGFA ANSCO PAPERS

--- good at all times, are the best appreciated in a time like this, when more prints than usual must be made, to meet delivery dates involving hurry and strain. For the wonderful Cyko emulsion shortens the working day.

SOME PAPER SUGGESTIONS

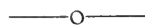
<i>Cyko Plat</i>	<i>Cylko White</i>
<i>Cyko Buff</i>	<i>Cylko Buff</i>
<i>Cyko Rough White</i>	<i>Cyltex White</i>
<i>Cyko Rough Buff</i>	<i>Cyltex Buff</i>
<i>Crystal Stipple White</i>	<i>Nippon Crepe White</i>
<i>Crystal Stipple Buff</i>	<i>Nippon Crepe Buff</i>

AGFA ANSCO CORPORATION
Binghamton, N. Y.

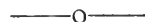
Get What You Go After!



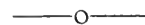
Go on the job with Beattie's H-P flood-light and a folding Brite-Lite and you will be able to make with ease a variety of beautiful lightings heretofore impossible to secure outside of a well equipped studio.



Beattie's H-P produces a lighting perfect as to gradation, and a negative quality unobtainable with any but a properly diffused and controlled arc.



Learn more of the superb features of Beattie's Lites by writing today for new 16-page catalog describing in detail the Odetta (the big Lite), the Norma (for smaller studios), Hi-lites (spots), Home Portrait (collapsible flood-light) and Brite-Lites (adjustable silvered reflectors).



Write to HIRSCH & KAYE for catalog and monthly payment terms.

KINO-PANO-TILT TRIPOD

THE BEST portable tripod so far produced . . . one that is easy to carry and use. Adjustable to all motion and very smooth acting in operation.

Price complete, \$35.00

Head only, \$17.50

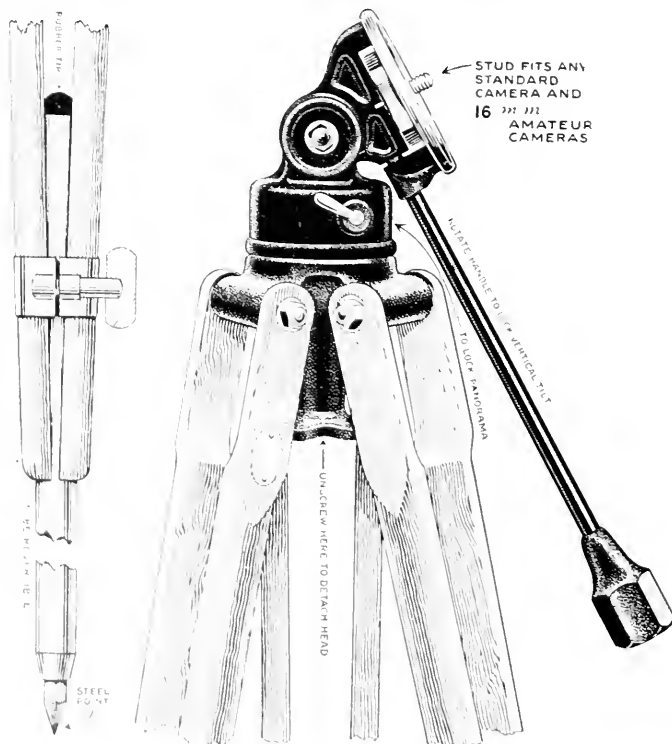
Tripod only, \$17.50

Can be obtained

From

HIRSCH & KAYE

Distributors of
MOTION PICTURE
EQUIPMENT



:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Palo Alto *	Box 2204, The Focus
Jackson	Box 1023, The Focus	San Bernardino	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco **	Box 2208, The Focus
Merced	Box 2124, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 2143, The Focus	Stockton	Box 2197, The Focus
Oakland	Box 4142, The Focus	Turlock	Box 2109, The Focus
Palo Alto	Box 2153, The Focus	Ventura	Box 2144, The Focus
Palo Alto	Box 2104, The Focus		

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus	Salem	Box 2114, The Focus

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods ** Workrooms down town

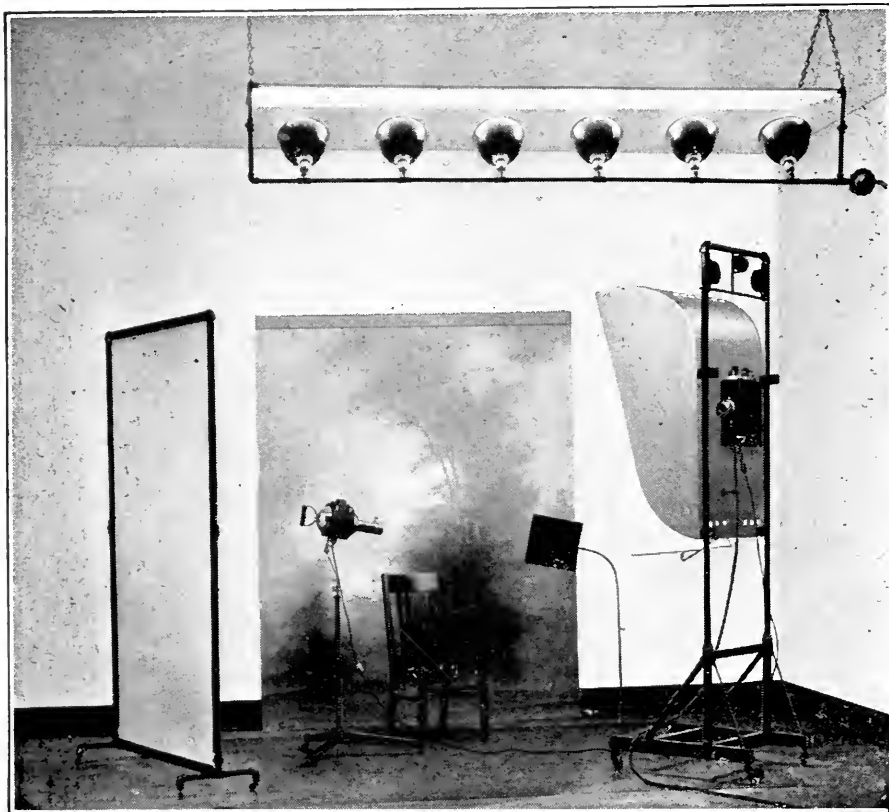
INFORMATION WANTED

Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.
C. J. Briggs, formerly, San Francisco
A. T. McCann, formerly Oakland.
C. Colpetts, formerly, San Francisco.

H. C. Wilson, formerly, Salt Lake City.
H. M. Collett, formerly, Eugene, Ore.
Gail Wellington, formerly, Reno, Nev.
C. R. Mandeville, formerly, Los Angeles.
P. J. Standar, formerly, Dunsmuir, Calif.
Mrs. S. Denton, formerly, Oakland.
C. H. Bundy, formerly, Pasadena.

Halldorson Studio Lighting System



Concentrating Spotlamp, a marvelously handy, attractive, and efficient spotlamp, using 400-Watt T-20 Mazda globe.

Flexible Neck Head Screen, universally acclaimed as an indispensable studio convenience.

Electric Studio Lamp, the lamp that places a bank of four 1500-Watt Mazdas under the absolute control of the operator.

Overhead Light, a new and valuable member of the Halldorson lighting family, for use with groups.

THE ENTIRE SYSTEM WILL PAY FOR ITSELF IN THE ELECTRIC WIRING IT SAVES. WRITE TODAY FOR COMPLETE INFORMATION.

THE HALLDORSON COMPANY

4745 N. Western Avenue

CHICAGO

DEFENDER FILM

Portrait

Panchromatic

Commercial Ortho

Each brand of Defender Film has in abundance the qualities which fit it for the task in hand. Each will do its work superlatively well.

Speed, latitude, length of scale. Color sensitivity and freedom from halation. Every attribute required for present-day Portraiture or Commercial Photography is there in liberal measure.

Because of exceptional transparency of base and coating, all the characteristic beauty and brilliance of the Defender Film negative is always found in the print.

*Write us for name of
nearest distributor.*

Defender Film is made expressly for Defender by
DuPont-Pathe Film Mfg. Corp., New York City.

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

For Contact Portrait Prints

Nineteen Grades of Vitava Athena

For Enlarged Portrait Prints

Nineteen Grades of Vitava Projection Paper

The finest developing-out portrait paper, Vitava Athena, augmented by five new grades, including a beautiful Silk finish in Old Ivory and Cream White, now offers nineteen distinct grades, each paralleled by identical surfaces, textures, colors and weights of Vitava Projection Paper. Choose your Athena grades for contact prints—order the same grades of Vitava Projection Paper for portrait enlargements.

Vitava Athena and Vitava Projection Papers

<i>Grade</i>	<i>Surface</i>	<i>Stock</i>	
A	Semi-Matte	Cream White	Single Weight
B	Semi-Matte	Cream White	Double Weight
C	Matte	Cream White	Double Weight
D	Matte	White Rough	Double Weight
E-Rough	Matte	Buff Rough	Double Weight
E-Smooth	Matte	Buff Smooth	Double Weight
E	Semi-Matte	Buff Smooth	Double Weight
F	Glossy	White	Single Weight
J	Lustre	Buff Rough	Double Weight
L	Lustre	White Rough	Double Weight
M-Old Master	Slight Lustre	Cream White	Double Weight
O-Old Master	Slight Lustre	Buff	Double Weight
N	Lustre	White Rough	Single Weight
R-Linen	Slight Lustre	White	Double Weight
S-Linen	Slight Lustre	Buff	Double Weight
V-Smooth	Semi-Matte	Old Ivory	Double Weight
W-Rough	Semi-Matte	Old Ivory	Double Weight
X-Silk	Semi-Matte	Old Ivory	Double Weight
Y-Silk	Semi-Matte	Cream White	Double Weight

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ROCHESTER, N. Y.

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THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume IV

DECEMBER, 1928

Number 12



YOSEMITE AT CHRISTMAS TIME

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

For Greater Convenience in Retouching....

Agfa

Matt Portrait Film

This film has a matt back (patented) which is the equivalent of a fine ground-glass surface.

In retouching, no fluid is necessary, as the retouching is done on the matt side of the film.

The matt back eliminates the use of a glass plate and ground-glass substitute for back-ground work. The backgrounds are worked in on the matt side of the film. The back of Agfa Matt Portrait Film will not scratch.

	No. Doz. in Case	Price per Doz.
3¼ x 4¼ in.	30	\$.75
3¼ x 5½ in.	30	1.00
4 x 5 in.	30	1.00
4¼ x 6½ in.	30	1.45
5 x 7 in.	20	1.60
6½ x 8½ in.	12	2.45
7 x 11 in.	10	3.55
8 x 10 in.	10	3.55
11 x 14 in.	3	8.90

Agfa Portrait Film is also supplied, of course, in clear base.

Correspondence invited

AGFA ANSCO CORPORATION

Binghamton, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume IV

DECEMBER, 1928

Number 12

: IN THE PROFESSION :

ARCHIBOLD V. AUSTIN



"Supposed to be good"

A lady inquired of another lady a few days ago, "Who is the young man with the moth-eaten hair?" The second lady replied without hesitation "Oh, he is Mr. Austin from New York City, new Finishing Plant Superintendent and Photographic Manager for Hartsook, Inc." And there you have the story, and the picture goes with it.

Mr. Austin enjoys most of the stories that hit him, and here is another. A man called upon him a few days ago, seeking a position. Discovering before many minutes that Mr. Austin was from the East, he then said, "So you are from the East are you? Well, Hartsook had a couple of other fellows from the East that were *supposed* to be good."

We want to be fair at all times, and you have read what others think so we'll tell you what we *know*. This gentleman with the Hair is Archibald Vernon Austin, for five years Technical Expert in charge of plant operations for Bachrach, Inc., at Baltimore, Md., and Newton, Mass., and most recently Plant Manager for Underwood & Underwood, Portrait division in New York City.

Mr. Austin has a record of real accomplishment in photographic production, is well-known in the East, will become known out here, and says he in-

tends to stay in San Francisco, because he likes the country, the people, the fog, the restaurants, and his job, and we can add that we like Mr. Austin. You will too, if you know him—get acquainted.

-:-

When you get into a tight place and everything goes against you, till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn.—*Harriet Beecher Stowe*.

-:-

The man who starts out with the idea of getting rich won't succeed; you must have a larger ambition. There is no mystery in business success. If you do each day's task successfully, stay faithfully within the natural operations of commercial law, and keep your head clear, you will come out all right.—*Rockefeller*.

-:-

Bad will be the day for every man when he becomes absolutely contented with the life that he is living, with the thoughts that he is thinking, with the deeds that he is doing, when there is not forever beating at the doors of his soul some great desire to do something larger, which he knows that he was meant and made to do because he is still, in spite of all, the child of God.—*Phillips Brooks*.

-:-

I live on the sunny side of the street; shady folks live on the other. I have always preferred the sunshine and have tried to put other people there, if only for an hour or two at a time.—*Marshall P. Wilder*.

-:-

No man can rest who has nothing to do.

Beattie's Lightings to be Taught in Hollywood

The development of artificial lighting has been so rapid that few of even the best and most ambitious workers have been able to keep up with the advances made. Others are slipping backward. That a multiplicity of lights and a lack of experience in handling artificial light have, in a large measure, been responsible for this somewhat chaotic condition in this branch of portraiture is not to be denied.

With this state of affairs in mind and with a view to correcting the situation so far as lies within their power, Beattie's Hollywood Hi-Lite Company will conduct a series of lighting sessions under the personal direction of J. W. Beattie.

While lighting is to be the main issue, negative making will also be taught, inasmuch as a correct lighting may be spoiled by incorrect timing and developing.



*Margaret Shearer, of Hollywood
Negative by J. W. Beattie*

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Sessions of two weeks each will start the first Mondays in January, February, and March. Fee very nominal. Write for particulars and make reservations now for the month preferred.

Beattie's Hollywood Garden Studio

6548½ HOLLYWOOD BLVD.

HOLLYWOOD, CALIF.

Moderate Drinking Hurts No One!

HIC! HIC! HURRAH!

A letter that recently appeared in THE RECORDER is submitted as proof.

To the Editor:

You seem to take a good deal of delight in telling other people how to live and perhaps that is your business, but it seems to me that you exceed your duty when you arrogate to yourself the right to inform all of those who may happen to enjoy an occasional drink of "Scotch" on occasion.

I have been presented a fine bottle of Scotch whiskey for Christmas and it is before me as I sit at my typewriter and indite this letter to you. What right has any form of law to make me a criminal if I partake of this gift?

I claim that any such law is an invasion of my personal liberty. I notice that you have referred often in your excellent column to the so-called Bill of Rights which secures to all men and women certain inalienable rights to their personal liberty, which, as you say, are not inconsistent with the rights of others. How do you reconcile your statements?

I have just tasted of this bottle of liquor, I will confide to you, and I cannot see where or how I am invading the rights of any other person on earth. I find it excellent. It warms my stomach; it inspires my thought. I cannot feel, Mr. Editor, that I have wronged the community or added to the lawlessness of the general society in so doing. It makes me tired to be classed as a criminal for any such occasion.

Just to show my independence of such truck as you are writing, I have taken another drink, and I will say to you that it is about as mooth a drink as a Criminal ever put into his system. The second drink, which I shall soon follow by a third, makes me uncertain that those who feel their systems require stimulant, should band together; organize, and start a campaign to floor this Volstead business.

Now, Mr. Editor, I am no bum and you can't make me a bum. I like a little drink now and then and I have taken a third or maybe it is a fourth and I am more than ever convince that any man that doesn't is a big idiot. You say that this evabion of the law is producing a stage of affairs in our Grear nand Glorious Country. You are wronh.

This cuntry is jess as good as it ever was and was a great deal better country and I will leabe it to you f iit wasn't when we had free rum.

I want to say to you that this Secitch is all right. A lot of t would't do us harm. When we ened stimulaney we need it. My grandafyer was brougr up on rum. They had it in the houd all the time. They draj it freely and even the minstew drank it when he came to our housa. I can drink this sort of Scutcg all day and not be no worse a citoxen than I was before. I could dring this whole quaet audd neger quiber an elelash.

Bue whay I wneat o f yiu is to remund yiu oncr agaiaian adc agnain thqt you arw dead wronh ib comsfeng-ing evert bonyw hu drinls as a bouhm. We ain't circulals.

I will sat inxlosihg, thqt i wisg yiu a 2meRrt Chrihywas" an %haooy Ner Yrare"

Rexcevtfillu Yioytdx O8Bd½t Swrvl 1/8T.

Willie B. FulLe R.

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Sterling Tanks

You may be interested in knowing that on the Government Schedule No. 1859 of August 6, 1928, page 32, Class 55, Sterling tanks are specified for their requirements. The Government demands the best. They want tanks with a reputation, hence Sterling quality tanks are specified.

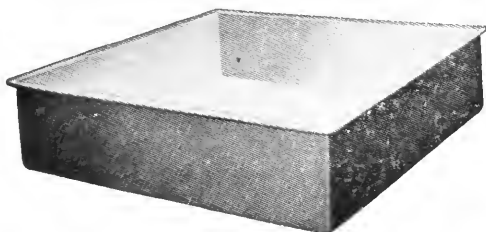
Sterling 10-gallon and 17-gallon Amateur Finishing tanks as auxiliaries. See page 14 and then send your order to Hirsch & Kaye.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

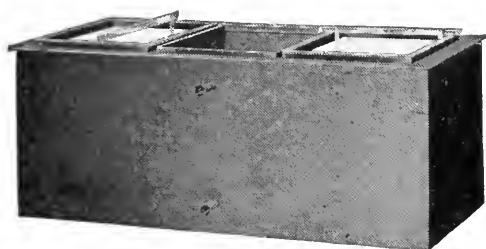
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

*AMATEUR
FINISHING
OUTFITS.* Roll
Film and Circuit
work. Enormous daily
output.

*Enamel Water-jacket.
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.*



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

Send Your Instructions Separately

In a recent circular issued to Postmasters, they are instructed to examine parcel post packages to see if they contain correspondence. That Postmasters are doing this is very evident from the additional postage collected on delivery of quite a few packages containing cameras for repair, or merchandise returned.

The presence of written matter in a parcel post package makes that package liable to the 1st class rate of postage, so send your letters separately.

And another thing. Please don't mail a package that will arrive on Saturday or before a holiday, as "perishable." The post office department will take it for granted that the package contains "perishable" eggs, butter, fruit, fish, or what have you, and make a special delivery of the package at an additional cost of twenty-five cents.

Something to Look Forward to

Richard N. Speaight, the eminent London court photographer, who is to tour the United States early in the new year under the auspices of the Eastman Kodak Company, has been promised exhibits by twenty-seven of the foremost portrait photographers of Europe and by six in Great Britain. Mr. Speaight will present this exhibit on his tour, together with the best of his own pictures, to photographers and to the public. His lecture on photographic methods will be open to photographers, but the public will not be admitted.

Mr. Speaight returned to London recently from a tour of the following cities: Gothenburg, Stockholm, Copenhagen, Prague, Vienna, Budapest, Milan, Lausanne, Zurich, Montreaux, and Paris. In those cities he visited the leading studios and interviewed all of the court and state photographers. He believes that by presenting their work he will bring to America the most representative collection of European work ever to be displayed in this country. His tour is expected to give a very unusual opportunity to American Photographers to obtain ideas of value in their own work, both from seeing the pictures and from hearing Mr. Speaight's summary of the outstanding principles of European portrait photography.

An interesting feature of the exhibit will be twenty-one portraits of Mr. Speaight made by as many of the photographers on whom he called, and in a number of cases there will also be a photograph of the studio, showing the arrangement of lights, screens, camera, etc., which will be explained in the lecture to show how each photographer obtained his portrait of Mr. Speaight.

The limited time which Mr. Speaight is able to take from his London business limits his tour to such an extent that the exhibit can stay in each of the eighteen cities to be visited only a day and a

half. The exhibit will be open the first day from 9 a. m. to 10 p. m., with the lecture in the evening. On the second day the exhibit will be open from 9 a. m. until noon.

The cities visited will be Buffalo, Boston, New York, Philadelphia, Washington, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Omaha, Kansas City, Los Angeles, San Francisco, Portland, Seattle, Minneapolis, and Detroit.

Mr. Speaight himself is probably the most distinguished of the court photographers. Royalty and members of the nobility in the principal countries of Europe are among his patrons.

MR. SPEIGHT'S SCHEDULE

Los Angeles: February 25-26. Biltmore Hotel.

San Francisco: February 28, Mar. 1. St. Francis Hotel.

Portland, Oregon: March 5-6. Masonic Hotel.

Seattle, Washington: March 8-9. Olympic Hotel.

--

Perpetual Motion Explained

Some studios enjoy a profitable business in the sale of cameras and film. People in your community would rather obtain these from a photographer than anyone else.

A camera sold means that the owner will be in at least three times a year to a roll of film, or two. Each roll exposed, means finishing for you, with enlarging and framing. Each visit to your studio helps you to call attention to your own pictures.

Each camera sold gives you the profit on the camera, film, finishing, enlarging and framing. Hirsch & Kaye offer an attractive sales proposition on cameras and film. Write today for details.



gevaert



Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

“GEVAERT”

*is always specified by the photographer
who wants the BEST*

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NOVABROM	<i>The Standard Bromide Paper for Every Phase of Photography.</i>
-----------------	---

Be a Live Wire

A business executive of a corporation cannot sit behind his desk all the time and know the pulse of the buying public. An advertising man gets stale unless he can keep at least abreast of the times and know what is going on outside of his own little realm. We are all inclined to stick so closely to our jobs that it is rather hard to see over the edges and to realize that things and people are constantly moving and changing in their habits and customs.

It pays to be a live wire in your community. Even though it takes some time, it pays to be an active member of the civic organizations of your town. The law of averages always will hold good. You cannot take more out of a thing than you are willing to put in. If you expect to get your living out of the community in which you live, you have got to do your share in its up-building and future progress.

-:- -:-

Victor Spotting Colors

Furnish ideal color mediums for spotting or retouching photographic prints of all tones.

Nos. 0 and 1 are put up on celluloid sheets in very convenient form, and No. 2 in opal glass jars. Color is picked up direct from these sheets or jars by means of a moistened spotting brush. All the colors dissolve readily, and adhere perfectly when applied to the print.

The Black will dissolve more readily than India Ink and will adhere better to the print. The Brown and Sepia are correct shades true to name, and are not merely two shades of red. More color is supplied in these sets than in any other on the market, making them the least expensive as well as the best and most convenient to use.

The color is put in the No. 2 size jars in moist condition and sealed in, so as to reach you in the best condition for use.

PRICES

- No. 0. Black, Photo Brown and Sepia
Shades per set 20c
- No. 1. Black, White, Photo Brown and
Sepia shades per set 45c
- No. 2. Black, White, Photo Brown and
Sepia shades per set 80c
- No. 2. Any single shade each 20c

Order from **HIRSCH & KAYE**

Sermon on Economy

*"Count all the Costs,"
says Hy Poe*

"I've backed prints with muslin and paste," says Hy Poe, prominent in the development of the photographic industry, "until I oozed paste from every pore. I looked like a cross between a dress-maker and a paper hanger. My friends avoided me.

Then fortune smiled! I was introduced to Holliston Photo Cloth. Immediately I learned what economy meant in cloth-backed photographs. I found 15 reasons why Holliston Photo Cloth was better, cleaner, quicker, less waste, etc. And it's easier on the throat too—no complaints from customers to answer.

I would like to do something in a big way for my struggling co-workers and so I offer—FREE—the advice, *send for samples via next mail.*"

HOLLISTON Photo Cloth

Sold by

HIRSCH & KAYE

(Write for circular)

THE HOLLISTON MILLS, INC.

Norwood, Mass.

Boston

New York

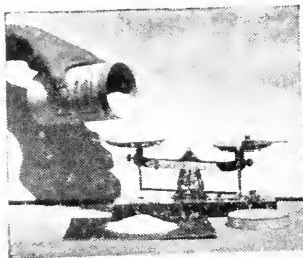
Chicago

St. Louis

"With apologies to all advertisers who use the testimonials and personal experience copy to put their message across."

Make this Test to Be Sure of Getting the Best

WEIGH out equal amounts of MALLINCKRODT Photo Alum and the material you are now using.



Note the snow white appearance of the M. C. W. Product.

DISSOLVE the two samples in the same quantity of water.



Then compare the clarity of the two solutions.

Mallinckrodt PHOTO ALUM

WILL GIVE THE CLEAREST SOLUTION

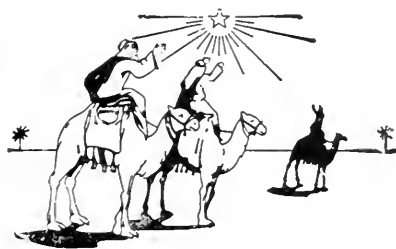
NOT only will it be free from any cloud, but no suspended matter of any kind will be found. Clearness of solution is a safeguard against staining and spotting and is an indication of unusual purity.

A trial will convince you of its superiority. Send 25c for a one-pound package.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

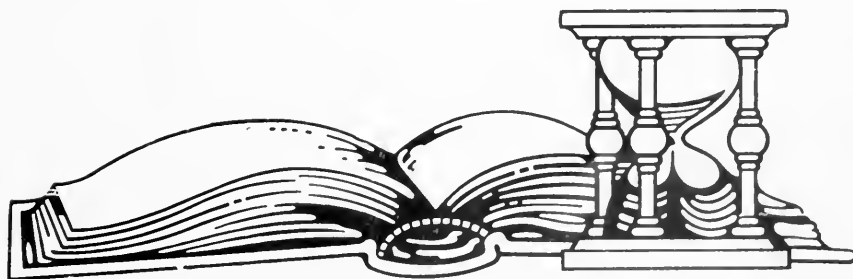
St. Louis - Montreal - Philadelphia - New York

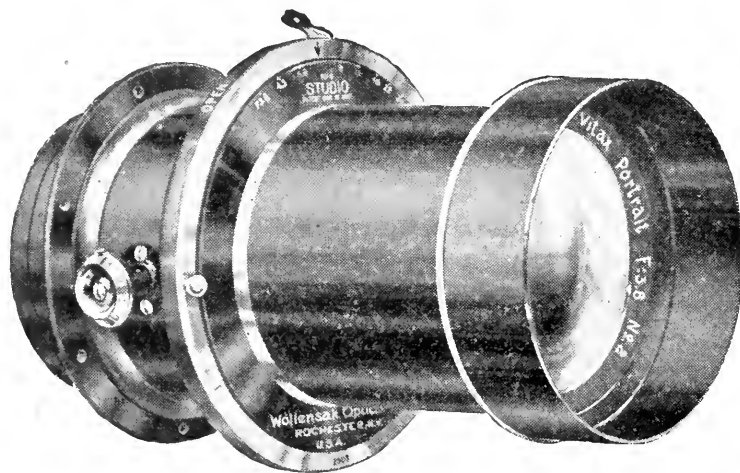


THE close of another year reminds us of our many friends, whose support has made this year an enjoyable one. Thank you for the very liberal patronage with which you have favored us.

❁ We rejoice in our many friends, located near and far: the old ones of many years, and the more recent ones. As 1928 draws to a close, we renew our consecration of service to the photographic profession.

❁ May the Giver of all good things be exceedingly generous to you in 1929.





Stereoscopic Effect

In Portraiture

There is no denying that portraits with stereoscopic or "standing out" effect are in demand today—this is accomplished only by using a lens designed primarily for that purpose.

THE VITAX PORTRAIT f3.8

is just the lens. Built on the Petzval formula, it gives a crispy sharpness with a gradual softening towards the edges. This is what helps to produce such a pleasing effect. Then, too, it is a fast lens—ideal for the kiddies—it will stop action.

Made in long foci—and at interesting prices.

Let us send one for trial

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

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IT'S EASY TO KEEP BOOKS

By using the

BECK-NOR SYSTEM

Simplified Bookkeeping, Combining Automatic Income Tax Control

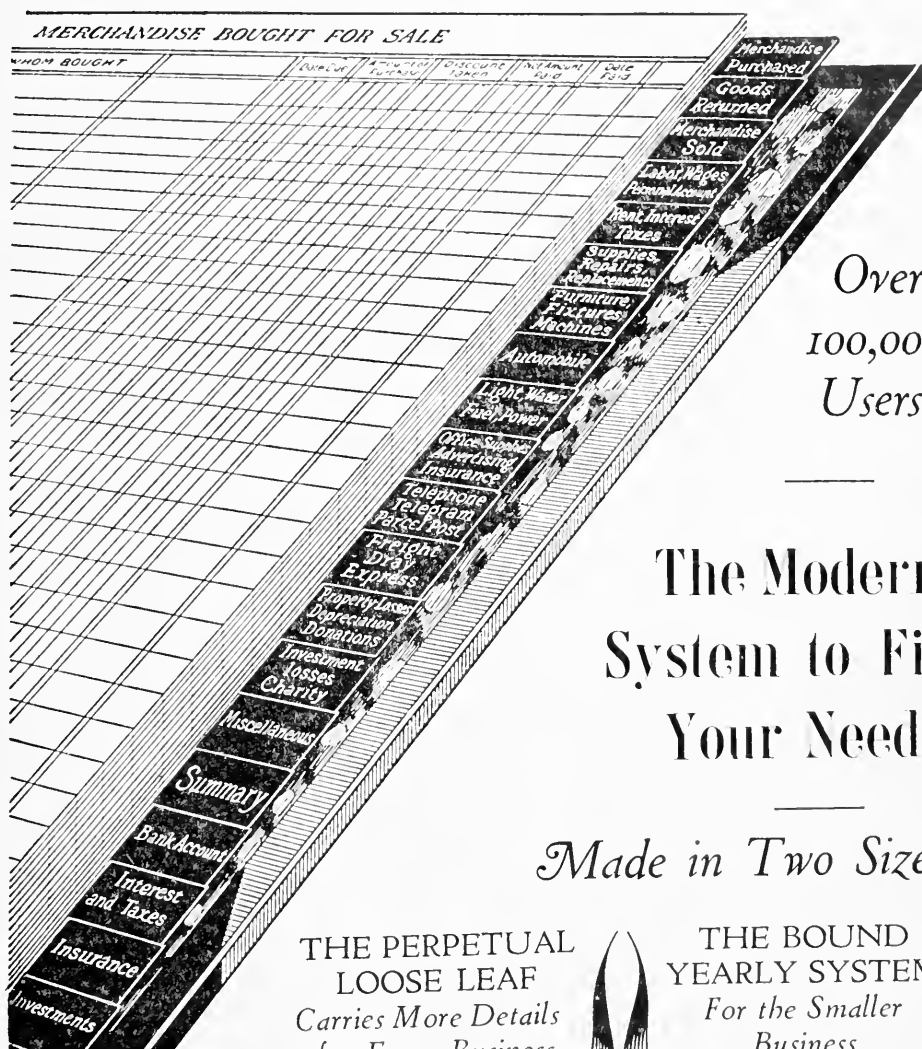
The Marginal Index

*Is Your
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To*

Better Business Records

*You
Cannot
Go
Wrong
~~upon death~~
Simple
Complete*

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Over
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The Modern System to Fit Your Needs

Made in Two Sizes

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LOOSE LEAF
*Carries More Details
for Every Business*
PRICE \$12.50
Potsage Extra



THE BOUND
YEARLY SYSTEM
*For the Smaller
Business*
PRICE \$3.75
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*Designed for the use of
Photographers
Photo Finishers
Art Dealers, Etc.*

HIRSCH & KAYE

239 Grant Ave., San Francisco, Calif.

You may send me BECK-NOR SYSTEM checked below, my check for same is enclosed:

<input type="checkbox"/>	Standard Loose Leaf		
	including Postage 60 cents	\$13.00
<input type="checkbox"/>	Merchants Bound System		
	including Postage 25 cents	\$ 4.00

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ADDRESS _____
CITY _____ STATE _____

MR. STUDIO OWNER!

Your customer is interested only
in the finished photographs.
With Hammer emulsions, you put
in the print the same lighting you
see on the ground glass.
Make better prints than the ones
you thought were best.

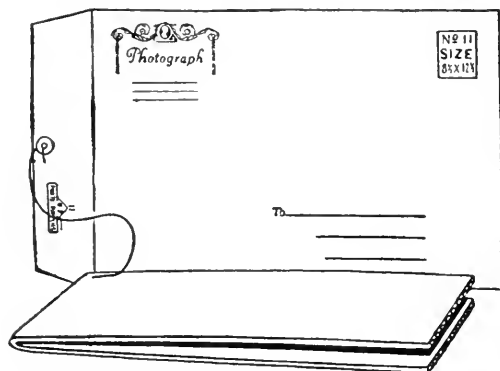


Hammer Dry-Plate Company

Ohio Avenue and Miami Street
159 West Twenty-second Street

St. Louis, Missouri
New York City, New York

Send for Hammer's Booklet



The New INGENTO Photo Mailer

has the only double seal feature of string
fastener and gummed flap, making it pos-
sible to mail photos to foreign countries
or send them by first-class mail when pri-
vacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other
photo mailer on the market. There is no chance
of breaking photographs, drawings, sketches or any
other valuable matter when this mailer is used, as
they are perfectly preserved by the double corrugated
board which covers the photograph or drawing both
front and back. The capacity of this mailer is
greater than others and it is more quickly sealed.
The various sizes we manufacture are made to take
all the popular up-to-date mounts in use by the lead-
ing studios throughout the country.

The new No. 11 Ingento Photo Mailer is now
made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photo-
graphs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with
super-strength corrugated board: it is ideal for large
prints, folders, enlargements and drawings.

		SIZE
No. 2	$5\frac{1}{2} \times 7\frac{5}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need!

PRICES none can meet!

Prompt Shipments!

Photo Association of the Orange Belt

The photographers in the vicinity of San Bernardino have organized under the above name. The officers are:

A. E. Field, President, Riverside.

J. I. Miller, Vice President, Redlands.

Evan Davis, Sec'y-Treas. San Bernardino.
Executive Committee:

C. A. Bowser, Ontario.

C. C. Brickman, Riverside.

Evan Davis, San Bernardino.

Walter H. C. Steele, San Bernardino.

Photographers in the East whose problem is to keep the snow away from their reception room door will read with envy the name of the new organization and may well wish that they could meet with this group in the land of Roses and Orange Blossoms.

-- --

Be sure to read the notice about Holliston Gum Cloth on page 9. This is the modern way of mounting pictures for commercial purposes and the sizes are carefully selected for your convenience. Holliston Gum Cloth is in two colors White and Gray. One of our customers has called our attention to a decided advantage of the gray, and that is the freedom from finger marks that are obviously more noticeable on the white cloth.

-- --

Yosemite in Winter

The picture on the front page is from the collection of James V. Lloyd, Information Ranger in the valley.

If in search of pictorial opportunities, or if you want to relax, after your rush, by all means visit Yosemite Valley.

-- --

Index For Focus 1928

For the benefit of those who keep their copies of the Focus for reference, we have prepared an index of the 1928 issues. A copy will be sent to you on your request.

ELIZABETH TOWNE of *The Nautilus* has the happy faculty and genius for passing along helpful thoughts.

Speaking of our chances she says: Young or old, your chances of succeeding are about the same. Age feels it is too late to start now, but youth feels there is plenty of time to start later. That's fifty-fifty.

Youth is over-confident; age over-cautious.

Youth is quick, but age should be sure.

Youth has vim, vigor, and go; but age has care, courage, and character.

To youth, disappointment is a calamity; to age, it should be but an incident.

The early hours, sound sleep, moderate habits, and well ordered household of age are no mean advantages over the diversions, dissipations, wanderlust, and discontent of youth.

Creeping paralysis of the ambition is more common in after life than hardening of the arteries.

We don't get knocked down half as often as we lay down.

We sleep on our job and then wonder why we wake on a park bench. We are strong on foot-work and weak on head-work.

As Roosevelt said, "We mean well but we mean well feebly."

We are apt to mistake stolid endurance for thorough going whole-souled effort.

Too many of us pat ourselves on the back for carrying the load we cannot avoid, instead of kicking ourselves mentally for getting into such a fix. At fifty we should be fit to fight, and not "getting our time" and "taking the air."— *Roycroft*.

—o—

Dicky: "My dad is an Elk, a Lion, a Moose and an Eagle."

Micky: "Wot does it cost to see him?"

Our Salesmen Tell Us



R. E. DERBY



H. L. BUSH



WM. WOLFF



N. G. SILLER



H. F. PETERSEN

The Bunnell Photo Shop is now located in a new store at 1033 6th Street, San Diego. Mr. Bunnell is one of the most active workers in the Master Photo Finishers Association and his newer and better plant shows the results.

--:--

Neal Nielsen, (Freeman Art Co.), Eureka, arrived in San Francisco first day of Turkey season, Nov. 29. Stayed until the following Sunday and returned home. Yes, he had the Mrs. and three children with him. Made quite a few Xmas purchases.

--:--

Earle Burpee of Liggetts. Many of us know him. For many years he was connected with the Bowman Drug Co. in Oakland, staying with the store after Liggetts bought it. Since then, until recently, he has been manager of the 13th & Broadway store—a real “big gun.”

--:--

By the time this appears in print, D. L. Pemberton, premier photo finisher in Richmond, Calif., will be moving into the new home which he built. It was with a swelling of the chest that he pointed to a small square on the architect's plans and said, “This is the poker room—sound and fire-proof walls.”

--:--

A photographer from a nearby town was in the store and mentioned that the water supply of his town had been cut

off for nearly a week. He said everybody in town drinks wine, so nobody missed the water, and he didn't discover the shortage of water till Saturday night.

--:--

Another President selected in the West! This time it's Fred Mayer of the Sawyer Photo Service, recently elected President of the Master Photo Finishers Association of America. Other officers were selected from Eastern states.

--:--

Miss Viola McAnulty, secretary of the Sawyer Photo Service married and is now Mrs. Paulshon. She will remain in the service.

--:--

Frank Robinson, genial photographer in Merced, has been quite ill recently. He was in a hospital for a month, with one complication after another and is still in a weakened condition. Ernest Forsmark took charge of the studio during Mr. Robinson's illness, although he also had an attack of the all too popular influenza.

--:--

L. J. Stoneheart, live wire photographer of Santa Maria, has taken up Aerial Photography in earnest. His Model A-1 Folmer Aero Camera is a fine piece of equipment and it is seeing plenty of use. On a recent assignment he had to do wing-walking to get the desired results.

Our Salesmen Tell Us ---

Leslie White of Ventura is seriously ill. The Doctor orders months of rest and complete relaxation. It is a tough blow to Leslie. He has offered his studio for sale. We trust that divine providence and Leslie's indomitable will-to-do will again permit him to play a part in the labor he loves—photography.

--:--

Taft, California, lays claim to being the biggest little town in the world. In connection with this thought we are going to express the belief that E. E. Walker of Taft has one of the biggest little photo finishing plants in the West. It keeps Walker and three or four assistants constantly on the jump. His plant might well be held up as a shining example of modern equipment and intelligent business management. When volume drops off during the winter months he has a bustling little photo, art greeting card and novelty shop "up front" to keep him busy.

--:--

Miss Daisy Hortop, owner of the St. Francis Studio on Geary St., San Francisco, was a victim of the influenza. She recovered in time to be able to return to the studio for most of the busy season.

--:--

Oscar Maurer has just returned from Hollywood, having been called there to make a number of sittings. Hollywood people know good pictures when they see them, all right.

--:--

When this is written, Harry Court-right was operating a studio in 2074 San Pablo Avenue, Berkeley. Don't know where he will be when this appears in print. What? No, he pays his rent all right.

--:--

Geo. Derbfus didn't know that Billy Wolff could talk French. Wants to know what Billy means by "fox paws" in last issue of FOCUS.

Chas. W. Clark, Roseburg Photographer, has been very busy with holiday work. Had wife and three assistants helping him. Charles is always on the go. Got some fine pictures of the recent Shasta Ltd. R. R. wreck.

--:--

Mrs. J. Harmon has opened a new Mercury Studio in Bakersfield. The former studio on Chester Street was destroyed in the recent big fire, but the new one, on 18th Street, will be as modern as can be, thanks to adequate insurance.

--:--

P. H. Miller, who sold his Berkeley Studio to Fred Garrett about a year ago to go to Los Angeles is back in the East-bay again. Since having been in Los Angeles, he decided to make his present Studio in 3512 Fruitvale Ave. of a more permanent nature. Welcome back home, P. H.

--:--

Did you ever stand in front of a Bird Store and watch those little love birds—well—thats just the way L. J. Inman and wife are getting along in their Long Beach Studio. It's sure wonderful what can be accomplished where Harmony Exists. (They're married 17 years.)

--:--

J. F. Maxwell, who for years had a Studio in Fresno under name Maxwell & Mudge has again started a Studio in same town after a rest of several years.

--:--

Miss Ida Wilcox, Salt Lake City, who has been making a considerable reputation for herself in the ten years she has been established in that city, has been receiving some excellent publicity in the Salt Lake papers, as a result of a request from the All-Japan Association of Photographers, for an honorary exhibit of her work.

--:--

J. E. Hester has taken charge of National Studios Dark room in Los Angeles.

A Camera of New Design

The Century Universal Camera

It would be utterly impossible, with the usual type of camera, for the operator to obtain the extreme horizontal and vertical adjustments made possible in this new camera through the ingenious double hinge arrangement by which the camera body is attached to the bed. Focusing can be easily accomplished from either the rear or the front.

Reversible back is provided with sliding panels for making two or four negatives on 8x10 plate, and is adapted for the standard type Century or Eastman Plate, and for Film Holders.

Two tripod sockets of entirely new design give proper balance when bellows are fully or partially extended. The center section of the triple bed extension is controlled by rack and pinion and can be locked in any position. The sliding bed sections are bound with duraluminum, closely fitted to insure unusual rigidity and eliminate wear. All sliding parts are metal to metal.

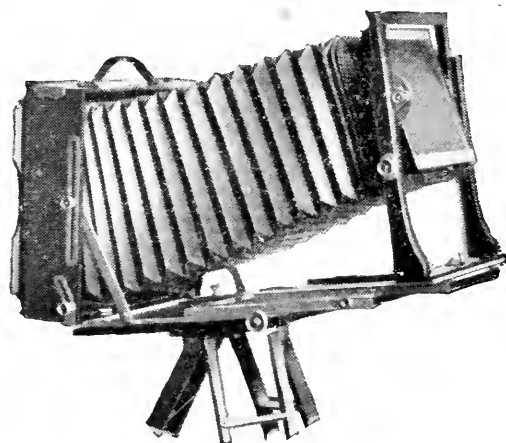
The front standard is entirely new and exclusive design. Front standard base is reinforced by a heavy strip of duraluminum closely fitted to a metal shoe provided with a cam and locking device of new and greatly improved design. This operates on the "turn table" principle and at the same time provides for extreme sliding and lateral adjustments.

Lensboard, generous size (6x6 inches), of reversible type for "off-centering" lenses, swings to correspond with angle of back, thus keeping lens axis at right angles to the plane of sensitized material.

Specifications

DURABILITY and Rich Appearance— All wood parts are of selected straight grained cherry, lacquer-coated to withstand all sorts of climatic conditions, and finished in dark mahogany. Metal parts

(duraluminum and brass) of "gun metal" finish. Reversible back. Extreme swings both front and back. Extreme lateral adjustments. Rising and



falling front with rack and pinion. Sliding panels. Reversible lensboard. Two tripod sockets. Plumb bob. Genuine leather bellows. Sole leather handle. Double bed brace.

Dimensions (when folded) $4\frac{1}{2} \times 11\frac{1}{2} \times 11\frac{3}{4}$
 Bellows Extension 30 inches
 Lensboard 6x6
 Camera Weight $9\frac{3}{4}$ lbs.

Prices

8x10 Century Universal Camera, without lens or carrying case, with one plate or film holder \$85.00
 With Fibre Carrying Case (single compartment) for camera and one holder 90.00
 8x10—5x7 Reducing Back with one plate or film holder 16.00
 Extra Lensboard 1.75
 5x7 Century Plate or Film Holders 2.75
 8x10 Century Plate or Film Holders 4.00
 8x10 Graflex Focal Plane Shutter 41.00

(Convenient terms if desired)

Order Your Camera NOW
 from

HIRSCH & KAYE
 Your Logical Source of Supply



Things you should know---

Lighting Direction, Beattie's Odeta or Norma Floodlites

For soft, well-rounded lightings, both the tracing cloth and inside screen should be used, with the lamp fairly closed to one side (3 or 4 feet) and a little to the front of subject. Raise the lamp a little higher than the subject's head and use a white reflector, as for day light.

For localized Lighting: With deflector nearest sitter extended in line with light source—straight out in front of cabinet—the light "on the ear" is subdued to any degree desired, and the lighting made "rounder" by swinging the revolving lamp head more or less forward, toward camera, position of lamp being 4 to 5 feet to right or left, and a little forward of sitter.

To diminish light on a bald head, white hat, etc., the top of deflector near sitter is tilted toward camera, when the light will be softened both on top of head and "the ear."

To direct more light into the shadow side of face, around the nose or into a deep set eye, the deflector nearest camera is drawn out on the telescoping rod and adjusted so as to reflect the light from the main source into the shadows. To subdue the light on hands or draperies, the inside tilted upward.

The efficiency of the lamp for producing a variety of lightings is about doubled when a Brite-Lite (silver leaf reflector) is used as a supplementary light. A line, or one-quarter backlighting, is very flattering to subject, and requires but little retouching. Place lamp to right or left rear of subject and raise to full height. In this position the hair, profile or cheek will be highlighted.

The shadow side of subject, toward camera is then illuminated in the key of lighting desired by placing the Brite-Lite three or four feet from subject and in line between the lamp and camera. Adjust the Brite-Lite head to reflect the light where wanted. As the Brite-Lite diffuses and reflects all of the light may be used with only the tracing cloth curtain, or even "hard" for special effects. Correctly placed, the Brite-Lite is in position to protect the lens from the light which is facing into the camera.

For one 25th of second exposures of children, the light should be burned full on and placed within 3 or 4 feet to right or left front of the subject. To start with, it is generally better to face the child away from the light source, until it is accustomed to the light.

For soft lightings the lamp should be placed close to subject in order that subject receive the light from a wider area. As lamp is drawn away, the source area—in effect—diminishes, and the lighting becomes more contrasty.

For background shadow compositions from foliage, etc., direct spot-lighting sunshine, back and line lighting, semi-silhouettes, etc., the arc HI-LITE is necessary and works perfectly in conjunction with the Odeta or Norma. (Ask Hirsch & Kaye for spotlighting instructions "The 45° angle".)

--:-- --:--

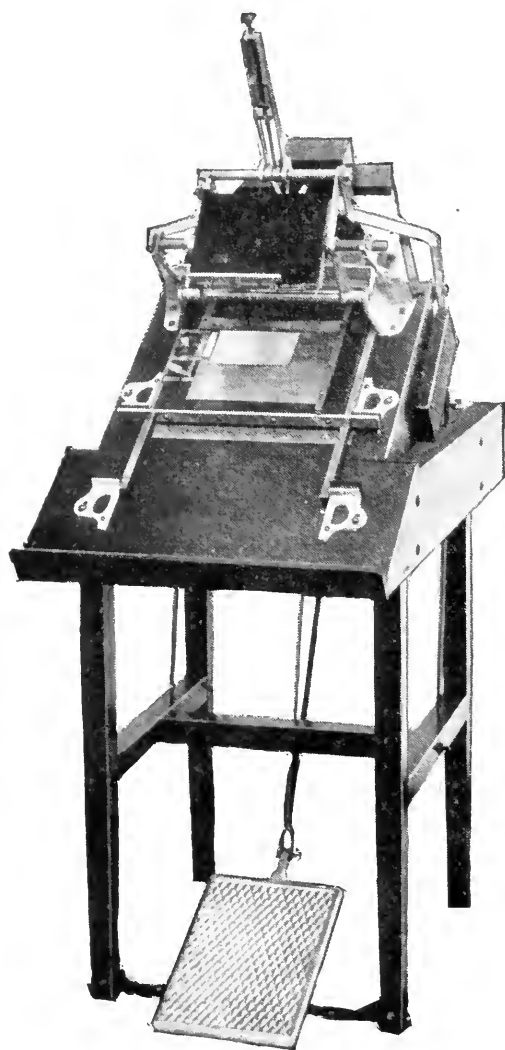
Reading maketh a full man.

--:-- --:--

Books are but waste paper unless we spend in action the wisdom we get from thought.

Border Printer

For Kodak Prints



VAKAGRAPH MODEL B

The border gives the print the finishing touch. It is the frame to the picture. With this machine you can put out a class of work that is different than the other fellows around the corner.

Its simplicity of operation commends it to those who are about to embark in the photo printing business, and makes it more profitable for those who are already in this business.

This machine, in the first place, was designed and built for the rapid production of photographic prints. Its completeness and its workmanship alone mark it as a long step forward in the perfecting of photo printing machines.

This machine prints the border, if you want it, if not, the white margins.

We furnish eight sizes of borders with each machine as follows: 127-120-116-118-101-122-

124-130 and special sizes may also be added if you wish. Only one design of border to each set is supplied.

Each print is numbered at the time that picture is printed and we can furnish at a very small extra cost your name or other trade mark to appear on the back of print with the order number.

Borders will let you charge at least a cent more per print if you wish. Our machine is furnished with a stand made of hard wood and finished in satin black, and all metal parts are finished in white nickel. The shipping weight is about 150 lbs. and the floor space needed is thirty-six by twenty inches. Great pains are taken in boxing for shipments and the machine will be ready to run when you receive same.

There are many angles to border printing; such as using your own special border design and having worked up in this design your trade mark, and this one feature alone should be worthy of your earnest consideration. Of course this type of border is extra expense, but well worth every cent it costs.

Light box: Use four 75-watt lights and a pilot light in the center. These lights cannot be turned on until the platen and printing contact has been made, and must be off before platen can be raised.

Each size mask is complete, and may be removed without disturbing its register when another size is to be printed. Changing from one size to another is done in an instant.

The print is numbered thru the platen opening and we do not use steel type, but instead rubber bands on metal wheels and this stamp may be easily seen when changing numbers.

These bands may be replaced at a very small expense, and this stamp arrangement inks over a roller.

With the use of this model B border printer, competition is not to be feared.

The platen and paper holding arrangement and lights are at all times under the operator's control at the handle.

Price \$200

(Terms if desired)

NOW is the time to order

from
HIRSCH & KAYE

Are You Complying With This Law?

The Government requires that every person in a business, large or small, "must keep permanent books of record" and the penalty for failure to do so is severe. Good business says the same, with no less severe penalties for neglect. What are you doing in this regard?

No matter how small a business a man has, he is not complying with the law unless, regardless of his profit or loss during the year, he is keeping books ready for Government inspection at any time.

Persons who must make income tax reports:

1. Every partnership business must file an Income Tax Return. There is no exception to this law.

2. Every person in business having net sales to the amount of \$5,000 during the course of a year, must file an Income Tax Report with the Government regardless of his profit or loss.

3. Every unmarried person whose Income for the year is \$1500 or more, regardless of his expenses or losses.

4. Every married person whose gross income is \$3,500 or more, regardless of his exemption.

The "burden of proof" is not with the Government, but rests with the individual, who must keep records in condition for quick audit by Government inspectors to assume that his gross income is \$5,000 or he would not have stayed in business, consequently he must have careful, simple records to prove his claim of exemption.

One of the best methods yet devised to enable photographers to comply with the law is The Beck-Nor System. This system exactly meets all requirements of the Income Tax Laws, and laws of good business as well.

Anyone with a common school education and common intelligence can keep a perfect set of books with the Beck-Nor, regardless of whether he has any knowledge of accounting. It is impossible for a person with common intelligence to make a mistake as the marginal index, a distinctive Beck-Nor feature, is their unerring guide in keeping perfect records.

The Beck-Nor System keeps a complete daily record of all sales, purchases, returns, capital, and expense accounts, and also provides monthly and annual summaries of each account in a way that any user may understand.

The successful business man is not satisfied to just "trust to luck" to get through safely. He wants to chart his course and know at all times just where he stands and what he is doing. So, he puts in a bookkeeping system, which will tell at any time just the information he should have to intelligently conduct his business.

On page thirteen will be found full particulars of this inexpensive and simple system of record keeping—THE BECK-NOR.



The Mode Moderne

Plus the restraining influence of good taste



The BILTMORE

(Flamingo Stock)

This is for sheet portraits held in place by silk finished braids. -----

The scheme of coloring is skillfully used. The multi-toned cover serves only as a container for the insert and portrait. It attracts—not detracts. When folder is opened the portrait is shown mounted on fine quality India-Cream stock. This insert is duo-tinted with a soft toned border edged by raised gilt lines. Quiet and rich. An added touch is the feather-weight fly-leaf.

The color scheme is neutral—suitable for all tones of portraits.

Sizes -----	4x6	4½x6½	6x8	7x9-3/8	
Prices -----	\$16.00	\$17.50	\$25.00	\$27.50	per 100

A colorful—timely style for your best priced sheet portraits, mounted by the “corner” method.

Sample for 20 cents. Mention size preferred

SAMPLE OFFER FW-105

TAPRELL, LOOMIS & CO.
(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

Here's the latest dope for 1929 on men's clothes from Scotland. A tight squeeze, with no change in pockets.

-- --

There are three sides to every question, your side, the other fellow's side and the right side.

-- --

A diplomat is a man that tells an ugly child it looks like her mother.

-- --

They named their baby Lindy because he had flu.

-- --

Lots of self made men are like self made cigarettes, transparent outside and full of bull inside.

-- --

A pessimist is one who uses a belt and suspenders at the same time.

-- --

Listening to some folks talk is like shooting at a target. You have to allow for the wind.

-- --

We aim to please, but once in a while miss the bulls-eye. That's because sometimes the target is hard to find.

-- --

If it wasn't for the rain there would be no hay to cut when the sun shines.

-- --

Girls,—husbands are like the measles. Either you catch them or you don't.

-- --

Soon us men will have to let our hair grow long and wear skirts in order to keep from looking effeminate.

Sometimes a political candidate is the victim of a natural misunderstanding. He asks the voters to put "X" before his name, and they put "EX."

-- --

Gather you kisses while you may,
Time brings only sorrow;
For the girls who are so free today
Are chaperons tomorrow.

-- --

Don't cry over spilt milk. There's too much water in it already.

-- --

What will you do with the FOCUS when you have read it?

-- --

Better start a file of them so you can read my pages over again. Also you might see something useful.

-- --

Dear Jerry: I read in a newspaper that a man threw a lion in a fight. Could it be possible?

A Photographer.

Dear Snaps: Sure it's possible. Why stop at a lion? I throw the bull every month, and once I went to a auction and saw a man knock down a elephant.

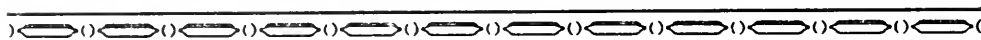
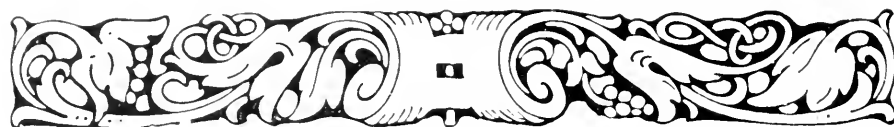
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Hope you have a Merry Christmas, keep sober, and are able to pay your bills in 1929.

JERRY.

C y l k o

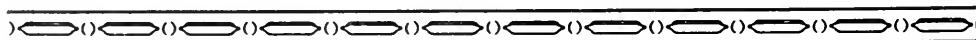
White :: Buff



Cylko, supplied in both contact and enlarging speeds, is a paper of particular interest to photographers at this time of year.

Christmas business brings a demand for many special jobs, and calls for the printing of sometimes difficult negatives in an individual and distinctive manner.

Cylko makes an easy yet always acceptable solution for hundreds of such problems—a most adaptable paper, yet professional in every sense of the word.



AGFA ANSCO CORPORATION

Binghamton, N. Y.

:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	San Bernardino ...	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco ** ..	Box 2208, The Focus
Merced	Box 2124, The Focus	San Luis Obispo ...	Box 2219, The Focus
Oakland	Box 2143, The Focus	Santa Paula	Box 2164, The Focus
Oakland	Box 4142, The Focus	Stockton	Box 2197, The Focus
Palo Alto	Box 2153, The Focus	Turlock	Box 2109, The Focus
Palo Alto	Box 2104, The Focus	Ventura	Box 2144, The Focus
Palo Alto *	Box 2204, The Focus		

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus	Reno	Box 2220, The Focus

EXPLANATION

* Finishing and Art Goods ** Workrooms down town

INFORMATION WANTED

Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.
 C. J. Briggs, formerly, San Francisco.
 A. T. McCann, formerly Oakland.
 C. Colpetts, formerly, San Francisco.

H. C. Wilson, formerly, Salt Lake City.
 H. M. Collett, formerly, Eugene, Ore.
 Gail Wellington, formerly, Reno, Nev.
 C. R. Mandeville, formerly, Los Angeles.
 P. J. Standar, formerly, Dunsmuir, Calif.
 Mrs. S. Denton, formerly, Oakland.
 C. H. Bundy, formerly, Pasadena.

Bargains for the Photographer

Burroughs Wellcome Exposure Meters and Diaries for 1929. Contain useful photographic information, good at all times, and a practical exposure meter. Plenty of space for writing. You need one. Bargain price 50 cents each.

Pako Globe Washer with 110 Volt A. C. Motor. Used less than two weeks—Bargain Price, \$55.

20" Horse Shoe Wringer. Light model, but very practical—Bargain Price, \$8.75.

Rockford Print Washer, 110 Volt A.C.

Eastman Print Washer on Individual Stand with 110 Volt A. C. Motor—Bargain Price, \$53.50.

Anthony Scoville Studio Stand. An old model, but in very good condition—Bargain Price, \$25.00.

No. 2 Wratten Safe Light Lamp. Safe Lights 8x10 can be used and are available for every condition—Bargain Price, \$4.75.

Used Remodeled Victor Flash Cabinet. Has illuminating surface 40x70 inches. This is the first used Cabinet we have been able to offer in a long time—Bargain Price, \$49.50.

To equalize our stock of Carbon Tissue, we offer the following colors, at greatly reduced prices. *Order at once*, offered subject to prior sale:

5 bands 103 Warm Black	each	\$3.20	5 bands 105 Sepia	\$3.20
			4 bands 111 Cool Sepia	3.20
			4 bands 113 Portrait Brown	3.20
			5 bands 150 Ruby	3.20
			5 bands 90 Single transfer	2.00

BARGAINS IN PHOTO MAILERS

No. 123 Photo Mailers	4½x 7	list per hundred	\$1.00
No. 234 "	" 5½x11¼	" " "	2.00
No. 240 "	" 6½x13¼	" " "	2.50
No. 246 "	" 7½x15¼	" " "	3.30
No. 162 "	" 13¼x17½	" " "	5.20
No. 160 "	" 12 x18	" " "	5.00
No. 157 "	" 12¼x16¼	" " "	4.80
No. 154 "	" 12½x14½	" " "	4.50

14x17 Eastman X-Ray Illuminator. Will make an excellent illuminating device for you to judge and compare your negatives. Very practical for portrait commercial or X-Ray work rooms—Bargain Price, \$3.50.

Model AB Balopticon with No. 4064 Lantern Slide attachment with 4" focusing lens for day light screen. An extra Condensing lens is supplied as well as a Lantern Slide carrier.

B & L Border Tinting Projection Printers. We offer two that were used for demonstration. You'll never be able to tell them from new printers.

5 x 7 (original list \$225.00)—Bargain Price, \$180.00.

8 x 10 (original list \$325.00)—Bargain Price, \$260.00.

(Generous terms of payment if desired.)

Perkins Twin Arc Lamp. Excellent for home portrait, commercial, and small Studio use.—Bargain Price, \$59.50.

8 x 10 Revolving Back Enlarging Camera. Intended for horizontal enlarging—Bargain Price, \$29.50.

Cooper Hewitt M Tube for 110 Volt A. C. or D. C. complete with rheostat. We recommend this for use with B & L Printers and R. B. Enlarging Camera, mentioned above.—Bargain Price, \$50.00.

8 x 10 No. 4 Century Studio Camera with 8 x 10 View for double holders, and 3½ inch No. 8 (time or inst.) Packard shutter.—Bargain Price, \$75.00. (Terms if desired.)

Century Camera Stand. An old model, but very serviceable.—Bargain Price, \$30.00.

Welsh Rapid Printer (for the finisher). For negatives up to and including 5 x 7. Set of masks for all smaller sizes goes with the Printer.—Bargain Price, \$17.50.

Seattle Specialty Printer, also suggested to the finisher. Here's a real bargain, for only \$17.50.

Here's a good, small studio outfit. No. 4 Century Studio Camera with No. 3 Century Studio Stand. One 8 x 10 Curtain slide holder goes with the outfit, all for \$55.00. (Sold on terms.)

8 x 10 Skyscraper Camera with carrying case and one Portrait Film holder. Looks like new.—Bargain Price, \$39.50.

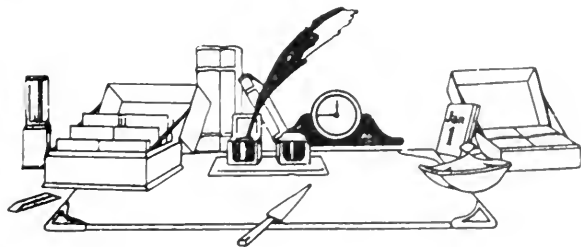
5 x 7 Conley Camera with R R Lens, 5 plate holders and carrying case.—Bargain Price, \$17.50.

Model A-1 Wold Air Brush. Probably the most popular Air Brush made—\$12.50.

Model AB Balopticon with No. 4064 Lantern Slide attachment with 4" focusing lens for day light screen. An extra Condensing lens is supplied as well as a Lantern Slide carrier.

7 x 11 No. 2 View Camera with 2 portrait Film Holders, Focusing Cloth on Condenser in strong wooden carrying case. Outfit is in excellent condition—Bargain Price, \$47.50.

One extra film holder and 3 extra plate holders for the above 7 x 11 outfit can be supplied at only \$2.00 each.



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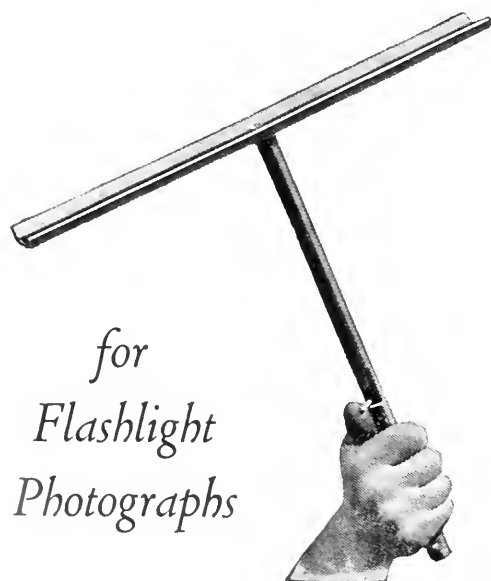
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without flashlight defects
or danger!

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Gun*

*for
Flashlight
Photographs*

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plunger with the trig-
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release the trigger, and
the plunger fires the cap.
You get an *instantan-
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liminary flame to cause
accident or to distract
or disturb the subject.
You get *clean, clear*
pictures without flash-
light dangers or de-
fects.

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Flashrites. Start now to
enjoy its overwhelming
advantages over ordinary
flashlight instruments.

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Order today from

Hirsch & Kaye

and include, cups and
Flash Powder



A Radically Different

PROFESSIONAL PRINTER

covers the light opening, shutting off the afterglow of the lamp. Beneath this mirror is a 40-watt pilot lamp covered with a sheet of amber glass. This light is used for arranging material or vignettes.

The Eastman Professional Printer, operating on principles entirely new to printing devices, is a very efficient piece of workroom equipment. Its most distinctive feature is the single, concentrated light source. The light from a powerful lamp travels in almost parallel lines, giving greater printing speed and image sharpness. The lamphouse is located in the bottom of the machine. A 100-watt, concentrated filament lamp is used and a reflector projects this light to a mirror, set in at 45° angle, and from this mirror to the printing surface.

The easily operated platen is made of two heavy pieces of red cellulose acetate, attached to metal plates. This platen is transparent and rubber studded to make positive contact. When the platen makes the contact with the negative, the reflecting mirror is automatically thrown into position and a mercury-tube switch lights the lamp, making the exposure. The lamp switch may also be operated by hand. The strength of the light is controlled by a rheostat which enables the operator to vary the amount of light at will for various grades of papers or negatives of different density. The rheostat is directly back of the printer platen. When the platen is raised the mirror is thrown to the front where it

Four inches below the printing top is a second sheet of plate glass on which one may place vignettes or dodging tissue or work with a wax pencil. Four grooves on either side allow a glass with vignetting material to be placed closer to the negative. A knob on the left of the machine drops a piece of ground glass between the light and the negative and moves it up or down for proper diffusion in making vignettes.

When the platen is in contact, a cardboard vignetter may be moved about beneath the negative and the effect plainly seen through the transparent platen. The lower sheet of glass slides in a groove under the shelf when not needed.

The printer has a strong wooden frame, metal top and working parts and composition panels with handsome walnut-grain finish. It has two 13½x18 inch shelves, occupies 18x22 inches of floor space and the cabinet is 34 inches high. The printing surface covered is 12x15 inches.

EASTMAN PROFESSIONAL PRINTER

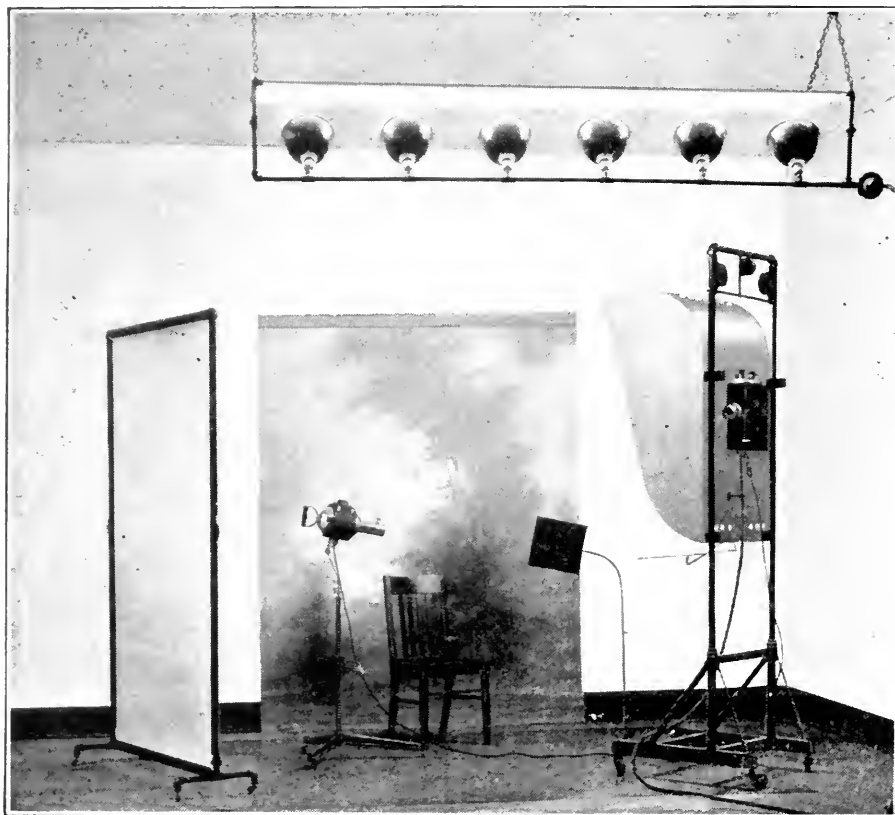
WITHOUT LAMPS \$175.00

(Terms if desired)

Treat your studio to
a useful holiday gift

Order today from
HIRSCH & KAYE

Halldorson Overhead Lights



The object of this Overhead Light is to supply a highly diffused and even general illumination for use in assisting Halldorson Electric Studio Lamp, or similar side light, when taking group pictures.

The light is produced indirectly by means of six 400 Watt G-30 mazda globes directed upon overhead reflector of white cloth. It is entirely diffused, so that, without in any way interfering with the main lighting scheme, it furnishes just the illumination needed for clearing up the shadows not reached by the main light.

It is hung from the ceiling 10 feet from the background and at a height of about 8 feet.

The striking feature of this light is its freedom from false catch lights. The light in fact is made to simulate diffused daylight so perfectly that when using it with the Halldorson Electric Studio Lamp, or an equivalent side lamp, the balance on every face in the group is as perfect as the best portrait lighting that may be desired.

It applies correcting principles of lighting to group photography and is guaranteed to give sufficient illumination for the largest studio groups when used with Halldorson Electric Studio Lamp or its equivalent.

Specifications: Length over all 7½ feet; size of reflectors surface 7½x2 feet; white cloth reflector removable for washing; 8 inch reflectors controlled by two pull cord switches; chains for hanging that are adjustable to secure proper height; frame in black enamel finish; complete but without connecting cable which must be supplied by electrician who installs it.

Price without globes	\$65.00
400 Watt G-30 Photo Blue Globes, each	4.00

Terms if desired

Order from **HIRSCH & KAYE**



I R I S

*F*OR Christmas portraits, or year-round photography, Iris is the logical choice of those who select only the best aids in producing the work on which their reputation rests.

Supreme in vigor and richness of tone. The most simple and dependable of portrait papers.

Made in thirteen surfaces of imported paper stock, including the Defender Iris group of six surfaces—Veltex, Rough Luster, etc. in Buff and White.

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.



What Happens to Red

Red is one of the most brilliant, warm and pleasing of colors and is being used more and more as color is coming into popular favor in the brightening of all forms of merchandise. The rug, pictured above, has a brilliant red background and a black border with a brightly colored design.

The first illustration shows clearly what happens to red when a non-color-sensitive material is used. The second illustration shows the true rendering of red and other colors as produced with Eastman Commercial Panchromatic Film, a K₃ Wratten Filter and daylight illumination.

When your commercial subject requires a correct reproduction of color, use Eastman Panchromatic Film and a Wratten Filter.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. V

JANUARY, 1929

LIBRARY, No. 71



Pictures Tell the Story

In modern advertising a picture is worth ten thousand words
Lighting equipment consists of Cooper-Hewitt Mercury Vapor Tubes

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

For Greater Convenience in Retouching....

Agfa

Matt Portrait Film

This film has a matt back (patented) which is the equivalent of a fine ground-glass surface.

In retouching, no fluid is necessary, as the retouching is done on the matt side of the film.

The matt back eliminates the use of a glass plate and ground-glass substitute for back-ground work. The backgrounds are worked in on the matt side of the film. The back of Agfa Matt Portrait Film will not scratch.

	No. Doz. in Case	Price per Doz.
3¼x 4¼ in.	30	\$.75
3¼x 5½ in.	30	1.00
4 x 5 in.	30	1.00
4¼x 6½ in.	30	1.45
5 x 7 in.	20	1.60
6½x 8½ in.	12	2.45
7 x11 in.	10	3.55
8 x10 in.	10	3.55
11 x14 in.	3	8.90

Agfa Portrait Film is also supplied, of course, in clear base.

Correspondence invited

AGFA ANSCO CORPORATION

Binghamton, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Vol. V

JANUARY, 1929

No. 1

: IN THE PROFESSION :

DAN MONTGOMERY



*Death brought
him to Stockton*

Van Montgomery was born in Ohio and lived there until he was three years of age. He then came to California with his parents, and was educated in this state, graduating from St. Vincent's College in Los Angeles. He decided to be a priest and spent three years studying for the calling, but gave it up for a business career. He spent five years in the Citizens' National Bank of Los Angeles, when a trip to Stockton resulted in another change of his plans.

He was visiting here with his mother, Mrs. David Coover, and was in Coover studio one day, when his step-father asked him to photograph a child unusually hard to handle. When the negatives were developed it was found that most of them showed only the rompers-seat of the child as he crawled from his position on the table.

While his success in that first photographic venture was *nil*, Van became greatly interested in the work and in two months after his return to Los Angeles, he gave up banking and came to Stockton to study photography under the guidance of the late Mr. Coover. He could have had no finer teacher, for Mr. Coover had won honorary mention with his work exhibited at a photographic art display in Berlin, and had constantly studied for a period of over forty years.

Mr. Coover made child photography his specialty and he estimated that in his lifetime he had photographed over 40,000 kiddies. This specialty is now carried on very successfully by young Montgomery.

"I like baby photography better than any other," he says, "and if the town were large enough I would specialize on children only."

One of the interesting angles from which Mr. Montgomery approaches the child is through the mother. He first "sizes her up," and through his observation of her, he gains an idea of how to handle the youngsters.

During the World War, Mr. Montgomery served as photographer in the aviation corps. When he was honorably discharged from the service he was sergeant major in charge of three photographic units.

From 1921 to 1924, young Montgomery established a studio at Grass Valley. His step-father's illness and subsequent death brought him to Stockton, where he assumed management of the local studio.

Mrs. Montgomery is a native of Arizona. Two lovely children enliven the home at 1712 Lucerne Avenue, little Miss Ruth Pelton, 11 years of age, a step daughter, and baby Dorothea Montgomery, now fifteen months of age.

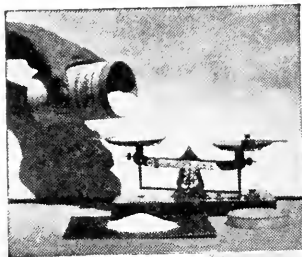
Montgomery is a member of the Kiwanis Club, the Anteros Club and the American Legion. His hobbies are taking motion pictures of the baby and listening to his radio.

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Men of little faith don't belong in business.

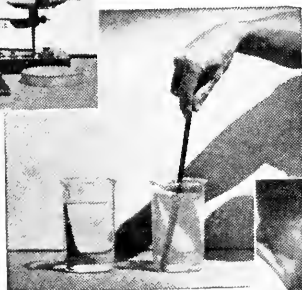
Make this Test to Be Sure of Getting the Best

WEIGH out equal amounts of MALLINCKRODT Photo Alum and the material you are now using.



Note the snow white appearance of the M. C. W. Product.

DISSOLVE the two samples in the same quantity of water.



Then compare the clarity of the two solutions.

Mallinckrodt PHOTO ALUM

WILL GIVE THE CLEAREST SOLUTION

NOT only will it be free from any cloud, but no suspended matter of any kind will be found. Clearness of solution is a safeguard against staining and spotting and is an indication of unusual purity.

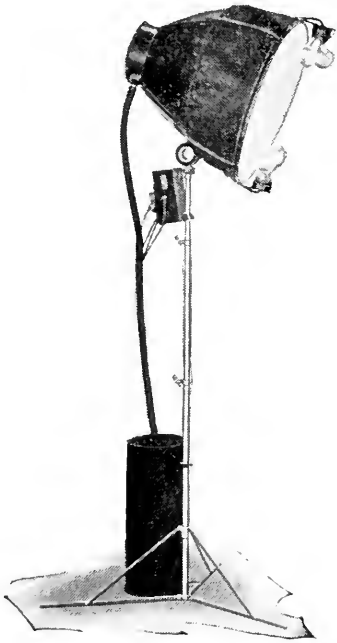
A trial will convince you of its superiority. Send 25c for a one-pound package.

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The New System of Controlled Illumination for Portraiture



*This
is the
New
Victor
Portrait
Flash
Lamp*

To tell you the many unique details of this modern lighting outfit requires a 28-page book (sent on request.) Here we tell you a few of the outstanding features, but you should read the complete book to appreciate what this lighting ensemble really is.

Although a flash machine, the New Victor Portrait Flash Lamp is as far superior to other flash lamps as a new Cadillac or Pierce Arrow car is to the popular Model H Ford. It is designed for studio, commercial or home portrait use.

Pre-exposure illumination for focusing and comparison is furnished by four 100-watt lamps.

Multiple flash pans permit rapid exposure without reloading. One pan holds twelve 8-grain charges for single figure work. The other pan holds eight 16-grain charges, for groups. You can readily check

the powder charge in position with the number of plates exposed to prevent "shooting a blank."

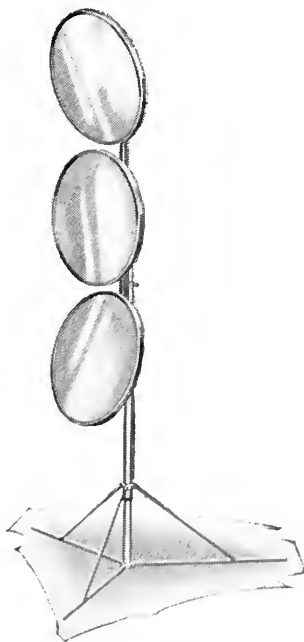
The ignition system is 110-volt jump spark of great intensity, and sure to work.

Smoke is disposed of by a smoke condenser.

Perhaps the most important improvement is the shutter synchronizer, that releases the shutter at just the right moment, splitting the flash, and stopping motion, even of children.

Ilexpo studio or No. 6 Packard shutters are recommended.

The use of Victor Tri-Mirror Reflectors, single Mirror Reflector, and Victor Hair Lighter give you unlimited lighting possibilities.



*This is the
Tri-Mirror Reflector*



*The Victor Single
Mirror Reflector*

Victor Flash Powder Illumination Blends with Daylight

(See page 24)

MR. STUDIO OWNER!

Your customer is interested only
in the finished photographs.

With Hammer emulsions, you put
in the print the same lighting you
see on the ground glass.

Make better prints than the ones
you thought were best.



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Three times more actinic than sunlight, and faster than arc lamps.

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Supplied for permanent or portable installation. Write for catalogues.

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B R U S H E S

Avoid pinholed negatives. Dust your plates and film when you load your holders. Use camel hair brushes for this purpose. Bristle brushes are excellent for pasting. Hirsch & Kaye carry these in stock.



CAMEL HAIR				BRISTLE			
<i>Tin Bound</i>		<i>Rubber Set</i>		<i>Tin Bound</i>		<i>Rubber Set</i>	
\$.30		\$.90	1 inch	\$.18		\$.45	
.40		1.25	1½ "	.25		.65	
.50		1.55	2 "	.30		.85	
.60		2.15	2½ "	.35		.95	
1.45		2.70	3 "			1.05	
		3.40	3½ "			1.30	
		5.00	4 "			2.70	

The Hardening Process

He went without underwear half of his
life,

Just to harden himself.

He boasted—sometimes came a boast
from his wife—

How he hardened himself.

No overcoat ever was seen on his form,
And yet he contended he always was
warm—

He feared not the blizzard,

He feared not the storm.

He had hardened himself.

He slept in a tent, with mosquito bat
sheets—

Just to harden himself;

Slept out through the snows

And slept out through the sleets,

Just to harden himself.

He wouldn't have slept in a house—
mercy, no!

Such coddling as that brought humanity
woe;

E'en when it was twenty or thirty below
He would harden himself.

One night the thermometer dropped like
a shot

While he hardened himself.

It broke all the records, so chilly it got,
While he hardened himself.

Next morning he didn't come out of his
tent.

And when to awake him his gentle wife
went,

She found him—froze stiff!

He just couldn't be bent!

He had hardened himself—

At last,

Really hardened himself.

STRICKLAND GILLILAN.

These Are Appreciated

I was not able to enclose this order
in my letter, owing to the mail leaving.

I thought I would order another case of
films, you'll be very busy soon and I will
avoid Rush Orders.

—N. C., *San Luis Obispo*.

-:- -:-

The Season's Greetings to Hirsch &
Kaye and thank you for your prompt-
ness in getting out my shipments.

—V. H., *Colusa, Calif.*

-:- -:-

Thanks for the prompt shipment of
my recent order. During the procrastin-
ating age in which we are now existing,
it is surely a pleasure to do business with
a firm who is so prompt in delivery as
H. & K.

—C. D. S., *Johnsville, Calif.*

-:- -:-

Allow me to thank you for the fine
work you did with the old torn print,
which I sent you recently.

With best wishes, I am,

Yours very truly,

D. J. C., *Bakersfield*.

(Masquerade group by flashlight, made
in 1899.)

-:- -:-

Do you know HIRSCH & KAYE do
copying and enlarging for the Profes-
sion? Equipment is modern and com-
plete. Employees are steady and exper-
ienced. Service is prompt. Prices are
right. What more do you need?

-:- -:-

A traveling man named Phipps,
Got married on one of his trips

To a widow named Bloch.

But what was his shock

When he found she had six little chips.



Gevaert



Transparency Plates and Lantern Slides Six Varieties

Covering all requirements in the commercial field

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*is always specified by the photographer
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-----------------	---

IT PAYS ANY MAN TO KNOW HIS BUSINESS

Some interesting sidelights on trade tricks in China are given in a bulletin by Dr. Julius Klein of the Department of Commerce foreign trade service. More than one promising foreign enterprise has run into trouble, he says, by failure to take note of Chinese prejudice as to trade marks. A dog or dog's head in a trade mark is considered an insult and any color combinations that do not meet Chinese ideas of harmony are fatal on a label. One canned milk exporter ran up big losses because he indicated on his label that the product was for use with coffee or tea—coffee being unknown and milk in tea being anathema to a Chinese. A rival importer cleaned up by decorating his cans of milk with a label bearing the picture of a baby and the Chinese characters, "It's a Boy."

Such incidents disclose how narrow a line there is between success and failure, and is a good illustration that it pays a man to know his business.

The makers of the Clergy Shur-Fire Flashgun claim it is the only dependable gun on the market. It requires little or no attention, and with ordinary care it will give the user a lifetime of satisfactory service. In our opinion the Clergy Shur-Fire gun is all that is claimed for it by the manufacturers.

Ask HIRSCH & KAYE
for descriptive circular

THANKS FOR YOUR CARD,
JERRY

TO THE EDITOR:

The stockings hang before the fire

Where logs of yuletide burn,
And here's one manuscript, big stiff,
I bet you don't return.

JERRY.



YOU MAY TRY THIS IN YOUR STUDIO—

(But first get your wife's permission.)

Woman enters shoe store in Rue de la Paix. Salesman removes shoe. What then shall salesman do with foot?

Scandalized Anglo-Saxon correspondents reported, that the shoe shop of one smart Parisian business snatcher has doubled sales within the past month, simply because each salesman now raises feminine foot with gallant yet reverent gesture and implants kiss just above toes on instep.

Sales resistance being thus lessened salesman endeavors to complete sale.—
Time.

COPPER TIP CARBONS

Some of our customers have specified *silver tip* on their orders for White Flame carbons and until recently we were unable to furnish them. The manufacturers found that a better carbon could be supplied in copper tip, instead of silver tip, so in the future, we will send copper tip when you desire a carbon prepared so as to make the very best contact in the carbon holder.

The price of copper tip carbons is the same as for silver tip, and we consider the change a real improvement.

Order your carbons from
HIRSCH & KAYE

STUDIO WANTED

In Central California. Must be modern in equipment and design. Write to Box 544, THE FOCUS.

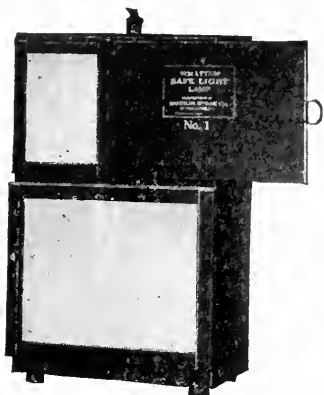
THE TERM "*bits*" comes from the frontier practice of hacking Spanish dollars into eight pieces or bits to provide change, as small minted coins usually were lacking.

TOURIST TRAINS composed of cars that have bedrooms instead of berths, and that also have recreation hall-gymnasium cars, will be operated in America this summer.

Wratten Safelight Lamps

Numbers 1 and 2

These lamps are constructed so that only reflected light is permitted to pass through the safelight, assuring evenness of diffusion. This is accomplished by building the lamp practically twice the height of the ordinary lamp and placing the electric globe inside the lamp at the top.



By means of a white enameled reflector the rays of light from the lamp above are brought down and evenly distributed over the surface of the glass comprising the safelight, which is fitted to the lower portion of the lamp front.

The safelight glasses are 8 x 10 inches, affording ample illumination for the inspection of large negatives.

The upper half of the No. 1 Lamp is fitted with a sheet of opal glass for white light illumination, which is covered with a light-tight shutter when this safelight is used for developing.

The No. 2 Lamp illustrated below is of the same height and similarly constructed, but it does not have the upper opal glass on side.

These lamps are constructed for use with electric light only, and include electric lamp attachment with 26-inch cord and plug and one safelight. The electric bulb, which should be 25 watts, is not supplied.

When no safelight is specified, the No. 2 will be supplied. Extra safelights of the different series desired for varied work can be had. (See above.)



	No. 1	No. 2
WRATTEN SAFELIGHT LAMP , including		
safelight, cord and plug - - - - -	\$10.00	\$8.00
Extra Safelight for Wratten Safelight Lamp,		
any series, each - - - - -		1.25

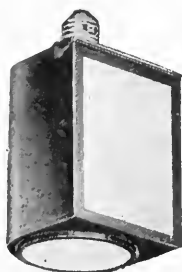


Like the Wratten Safelight Lamp this lamp has the upper light chamber so that only reflected rays strike the safelight. It is equipped with a 5 x 7 series 1 safelight for use with film or plates not highly color sensitive. Other safelights may be obtained. It is made of metal—includes electric fittings and 4½ feet of cord with plug, but not the 25-watt electric bulb.

KODAK SAFELIGHT LAMP , including one	
safelight, cord and plug - - - - -	\$3.50
Extra Safelights for Kodak Safelight Lamp,	
any series, each - - - - -	.75

This lamp may be attached to a drop cord or a wall socket and is especially convenient where an overhead light is desired. The lamp takes a 5 x 7 Wratten Safelight, the series 2 being supplied unless otherwise specified. As the light is direct a 10-watt bulb (not supplied) should be used.

EASTMAN SAFELIGHT LAMP , including	
one Safelight, screw plug and socket - - - - -	\$3.00
Extra 5 x 7 Safelights, any series - - - - -	.75



This lamp fits the standard electric socket, is made of metal, neatly japanned, and is only a trifle larger than the 10-watt Mazda bulb it holds. Has a circular, removable, safelight in end and larger, removable safelight in side, both series 1. Electric bulb not supplied.

BROWNIE SAFELIGHT LAMP , including cir-	
cular and rectangular safelights - - - - -	\$1.75
Extra Safe lights, each,	
Circular - - - - -	.25
Rectangular - - - - -	.40

Wratten Safelights

These safelights consist of one or two sheets of glass coated with gelatine film in colors which combine to give the greatest possible intensity of light consistent with safety when used as recommended.

Series 00. A clear yellow for use with Velox, Azo or similar papers.

Series 0. A bright orange suitable for use with Bromide Paper and Lantern Side Plates.

Series 1. An orange for use with ordinary, medium and extra rapid Films and Plates which are not color-sensitive.

Series 2. A safelight for extra rapid and orthochromatic Film or plates which are sensitive to green, but not to red.

Series 3. This is a green safelight for use with the red-sensitive Panchromatic Film or Plate. It gives a faint illumination, which grows quite strong as the eyes become accustomed to it.

Series 4. A bright green safelight, for use with ordinary plates, for those who are unable to use a red light. Not safe for Orthochromatic Film or Plates.

Wratten Safelight, Special (10 x 12 size only), for use only with indirect lighting for developing negative film.

	5 x 7	8 x 10	10 x 12
Wratten Safelights, any series - - - - -	\$0.75	\$1.25	\$1.75

Special sizes supplied at an advance of 33 1/3% above the price of next larger size from which they can be cut.



The "Inactin" Electric Ruby Lamp

This is one of the safest and most efficient of all dark room lamps. It consists of a Spectroscopically tested ruby outer globe; with an inner orange incandescent lamp. It has brass head with screw thread.

The "Inactin" Electric Ruby Lamp sheds light in all directions, which is an advantage unobtainable with the ordinary dark room lamp. The orange bulb can be used separately when working Bromide or Gaslight papers.

PRICES

Lamp Complete	\$2.00
Extra Outer Globe	1.50
Extra Inner Bulb70

Lest you forget—

Order today from
HIRSCH & KAYE

Carbon and Mazda Lamps

Ruby Carbon Lamps

10-20-30 Watt - - - \$0.60 each

Amber Carbon Lamps

10-20-30 Watt - - - .70 each

Ruby Mazda Lamps

10-15 or 25 Watts - - .76 each

Amber Mazda Lamps

10-15 or 25 watts - - .76 each

Ruby Mazda Lamps

75 Watt - - - - - 1.35 each

Amber Mazda Lamps

75 Watts - - - - - 1.35 each

When electricity is not available

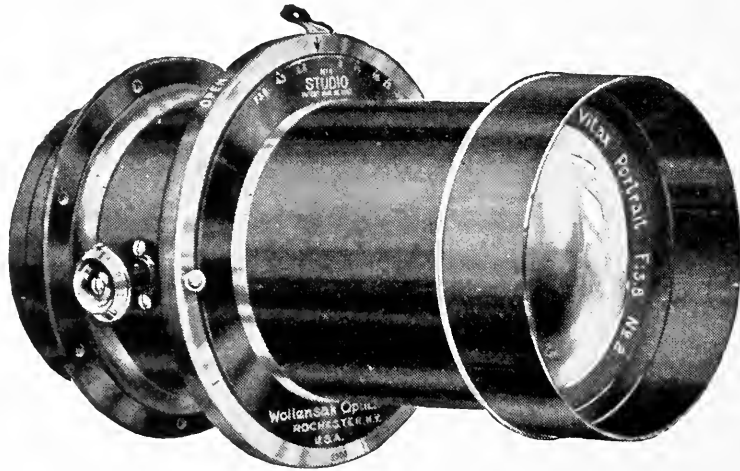
Ajax Candle Ruby Lamps

A good emergency lamp - .20 each

-:- -:-



Do you prefer to make your own dark room lamps? Hirsch & Kaye can furnish Ruby, Amber, and flashed opal glass in any desired size. Remember, also, our complete stock of Mazda Lamps, for all purposes.



Stereoscopic Effect

In Portraiture

There is no denying that portraits with stereoscopic or "standing out" effect are in demand today—this is accomplished only by using a lens designed primarily for that purpose.

THE VITAX PORTRAIT f3.8

is just the lens. Built on the Petzval formula, it gives a crispy sharpness with a gradual softening towards the edges. This is what helps to produce such a pleasing effect. Then, too, it is a fast lens—ideal for the kiddies—it will stop action.

Made in long foci—and at interesting prices.

Let us send one for trial

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

A New Fast Plate

The Gevaert Company informs us that after extensive and diligent experimenting on the part of their technical department of the factory, they have just come out with a fast Orthochromatic Non-Halation plate, intended primarily for newspaper work.

This new plate, which is called Super-Chromosa Anti-Halo, and which carries the same list prices and discount as the Super-Sensima Anti-Halo, is winning considerable favor wherever introduced, particularly so in the short length of time that it has been on the market. Super-Chromosa Anti-Halo has a speed of 700 H & D. It possesses all the necessary qualities desired by newspaper men.

One of the outstanding features of the new plate is the minimum of grain for a plate of this fast speed. Although these plates have been on the market only for the past month, their acceptance by the newspapers in the neighborhood of New York City have been almost 100 per cent. The Gevaert people

tell us the plates are now being introduced in other metropolitan centers, and the results thus far have been very gratifying indeed.

Its high speed under all illuminants, exceptional latitude, fine color sensitivity, and non-halation properties, are features that have been long sought after.

The speed of this plate holds up late in the day, and under tungsten lights, two important conditions under which the ordinary blue sensitive plate slows down. Its latitude is unusually great in the region of under-exposure so that its effective working speed is much higher than would be its H & D speed. This is one of the chief features in its favor according to experienced press photographers. They state that exposures made under conditions that would prove hopeless with other plates, produce satisfactory negatives with the Super Chromosa Anti-Halo.

IN STOCK AT HIRSCH & KAYE,
Order Some Today

Hollywood Actors Skate on Hypo "Ice"

Ice skating in the movie drama isn't done on ice at all. The Hollywood climate is too balmy. Chemists have come to the rescue and photographer's "hypo" has been substituted for the ice.

For example, the motion picture director is desirous of staging a supposed Canadian championship skating tournament. Following the suggestion of Prof. A. R. Maas, Industrial chemist of the University of So. California, he now buys a ton or two of hypo. The chemical is spread about the premises, groomed with a hot iron, cooled, and is ready for the skaters. All of the fancy stunts done on ice seem equally well performed on hypo, and the movie patron doesn't know the difference.

Hypo is known to chemists as a compound of sodium thiosulfate with a considerable quantity of water. At normal temperature, it is a dry, glassy but somewhat soft solid of much the same texture as ice. Unlike ice, however, it melts at 118 degrees instead of 32. At the elevated temperature it dissolves in its own water of crystallization, and is easily applied to the surface that is to represent the frozen lake.

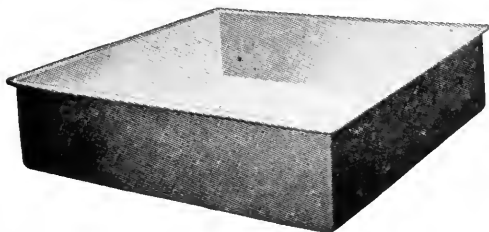
Under the pressure of the running skate hypo is scored much as ice. Semi-transparent flakes and grains fly into the air during the course of the movie drama. Under the eyes of the camera the delusion is almost perfect. — *San Francisco News*.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

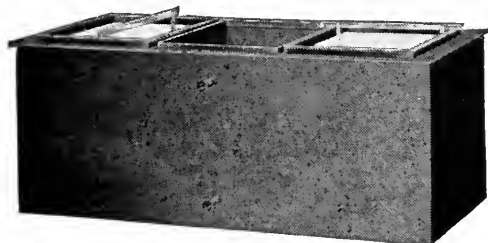
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

Stock Sizes

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

**AMATEUR
FINISHING
OUTFITS.** Roll
Film and Circuit
work. Enormous daily
output.

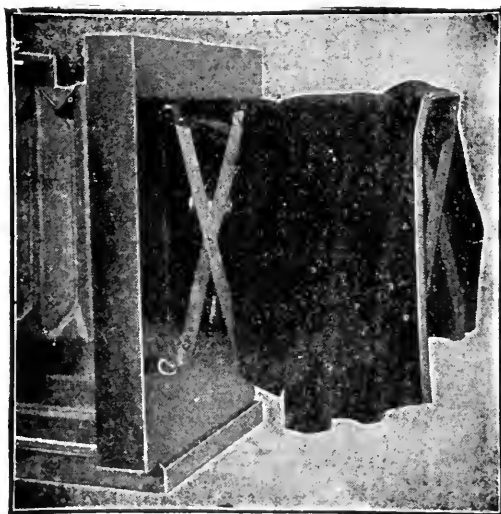
Enamel Water-jacket.
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."



Lens Hood Partly Extended, Showing
ATTACHMENT

Cornell Lens Hood

The Cornell Lens Hood keeps all stray light from the lens and insures clear and bright negatives. Will close out of the way when you wish to change your lens or diaphragm. Can be set sidewise when working toward the light, and the camera will not move if you run against it.

CORNELL LENS HOOD, each \$6.00

THERE IS BUT ONE STRAIGHT ROAD TO SUCCESS, AND
THAT IS MERIT. THE MAN WHO IS SUCCESSFUL IS THE
MAN WHO IS USEFUL. CAPACITY NEVER LACKS OP-
PORTUNITY. IT CANNOT REMAIN UNDISCOVERED,
BECAUSE IT IS SOUGHT BY TOO MANY ANXIOUS TO USE IT.

—BOURKE COCHRAN.

Co-operation

IN every town of any size there is a ticket agency where you can buy transportation to almost any part of the world, by rail, boat, automobile or airplane. It's co-operative and it saves you the trouble of looking up schedules and buying tickets at each terminus.

If you are moving your household goods from Philadelphia to Cincinnati and no truck is going that way at the time, the carting company will refer to a co-operative magazine listing current routings and they may find that New York is sending a truck through Philadelphia empty and your goods go on schedule.

If a friend of yours is ill in a hospital

fifty miles, or two thousand miles away and you want to send flowers, you only have to go to your local florist and he wires the order to a co-operative florist at the destination and the next day the flowers are in the hospital.

This is Service.

If someone in some distant city, or town, wants a photograph of something of interest in your town, all he has to do is to ask his commercial photographer to secure the photograph and you receive instructions to make it. So Commercial Photography now has its co-operative service through the efforts of the P. A. of A. This is something to tell the business men of your town about. It's a service which has materially broadened the scope of photography.

MR. BUSH HONORED

On December 10, 1928, Mr. H. L. Bush was installed as Master of San Francisco Lodge, F. & A. M. The installation ceremony was witnessed by quite a few of his fraternal brothers of the Hirsch & Kaye staff, as well as interested friends, who came to see the high honor conferred. The new Master made one of the finest acceptance speeches we have ever heard and the administration of San Francisco Lodge seems to be in most capable hands.

TURN ABOUT

Says Abie: "Cohen, I've been to the bank to borrow some money, and they say all I need is that you should sign to this note your name. Then I can have all the money I need. Ain't they fine?"

"Abie," says Cohen reproachfully, "you and I have been friends for many years, and yet you go to the bank when you need money. Abie, you just go again to the bank and say that they should sign the note, and then Cohen will lend you the money!"

PRACTICAL COLOR PHOTOGRAPHY

This is the name of a book we suggest to anyone interested in the separation of colors in photography. The book is written by E. J. Wall, who has written many other technical books on photographic subjects. 274 pages of modern reading matter, from the spectrum plates and filters, several color processes to motion pictures in colors, completely cover this important branch of your profession.

We now offer the 3rd edition of "Practical Color Photography," by E. J. Wall for \$3.00. *Order Today From*
HIRSCH & KAYE

COMMERCIAL PHOTO FINISHING

This is the most recent book prepared by the Eastman Kodak Co. to help the finisher. It is an excellent text and reference book that should be read and referred to by any one who does photo finishing.

Hirsch & Kaye have a limited number of copies for distribution. Ask for your copy now.

Our Salesmen Tell Us



Evan Davis, San Bernardino, Calif., celebrated the opening of his new studio in that city from October 27th to November 5th, showing during that time one of the National's traveling exhibits. He sent out a very handsome announcement, showing pictures of the studio and the floor plan, this last being a bit unusual, but no doubt interesting to the prospective sitter.

--:-- --:--

Frank B. Howe—just returned from an extensive trip through the Canal Zone, China, Japan and way stations. By the way Mrs. Howe was along. Mr. Howe is located in the *Times* Bldg., Los Angeles, and illustrates all his stories with wonderful photographs.

--:-- --:--

John W. Walker, owner of the Electric Studio, Ely, Nevada, died in October. He was ill for some time and went to Los Angeles, thinking to regain his health, but even the famous climate of the southern city was unable to help him. Mrs. Walker will continue the studio.

--:-- --:--

At just the right time, before Christmas, the Hartsook Studios mailed to their clientele a most attractive book calculated to create the desire for pictures. The book contained numerous well chosen studies, was well printed, and we daresay achieved its purpose.

The Miles Studio, Kirkland, Wash., got some unexpected publicity and an unusual recreation from their use of a big billboard in their city for advertising purposes. A large local feed concern made use of its regular space in the local daily paper to remark on the bill board in a most complimentary fashion, devoting most of their space to the Miles Studio, and tying it up to their own business as follows: "You folks who are coming from the surrounding towns and from the country far and wide just to have your pictures made by Miles will make your friends happy with such an intimately personal gift and at the same time you can make your stock happy and profitable by taking home a few sacks of our highest-grade feed at the lowest possible price." The ad was headed "Give Us a Call Too" and went on to say: "We take off our hat to the first Kirkland business institution with enough business to get into the commercial sign-board class."

--:-- --:--

Ralph Young recently underwent a painful mastoid operation. We are glad to see him back at the studio. His absence from the studio was most unfortunate because he had recently moved to much larger quarters a few doors above his former location and is now located at 443 Sutter Street, San Francisco.

Our Salesmen Tell Us ---

The Bushnell Studio has opened a Studio of the same name in Oakland. Lawrence Terkelson one of the best known San Francisco photographers is on duty behind the camera.

--- --

Mr. G. A. Pratt of the Weed Studio, Weed, California, visited his mother in Los Angeles after the holidays. On his way back to the Studio he stopped to visit us and to tell us of his plans for the coming year.

--- --

Geo. Derbfus the new P. I. P. A. president, is a busy man these days planning a bigger and better convention for the coming summer. He expects to be even busier so he imported help from Washington, to help out during the rainy season. The new man is A. L. "Rainier" Thompson.

--- --

The December meeting of the Eastbay Photographers Club was held in Hayward with Fred Wallace as host. Fred certainly put on a dandy entertainment—dancers, women and song n'everything. Annual election of officers was held. After weeding out the Socialist, Progressive and Labor Party candidates, Fred Wallace of Hayward was elected on the second ballot, giving the club a very Democratic president for the ensuing year.

--- --

Frank Goodner and his wife came from Reno to celebrate the new year with San Francisco friends.

--- --

Mr. and Mrs. Henry Sackrider came down from Marysville for the same purpose.

--- --

J. B. Monaco, veteran San Francisco photographer needs no introduction to our readers and yet we feel his brand new grandson does. Born December 27. The mother is doing nicely—the father is holding his own and "J. B."

is expected to recover. You understand, folks, this is the first grandchild.

--- --

Harding of Santa Paula dropped in to see us at Christmas time; up visiting relatives and looking the old town over. "It is a great spot," he says. His daughter enters U. C. shortly.

--- --

The Christmas greeting cards received from our many friends were greatly appreciated. May we re-echo each and every sentiment expressed?

--- --

George Decker of Petaluma is starting the new year right with a Beattie Odetta Studio Lamp. Mr. Decker phoned his order in one noon and had the lamp set up in his studio the next evening. Service? Nothing else but.

--- --

Mr. Ed Stark of the Alta Studio is quite handy with photographic lamps or electricity in any form. Not long ago he attempted an experiment with a high tension line and accidentally badly burned his hands.

--- --

Henry Sackrider has opened a ground floor studio at 307 D Street, Marysville. No efforts or expense has been spared to equip a studio that is a credit to the profession and to Marysville in particular.

--- --

Fred Schneider, Jr., of the Logan Studios, Stockton honored the city of San Francisco with his presence recently. It is significant to note that flags made an immediate appearance on Market Street—and they weren't at half-mast either.

--- --

To grow old gracefully learn a few new wrinkles.

--- --

When the other fellow spends a lot, he is a *spendthrift*; when you do, you are *generous*.

:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	San Bernardino	Box 2122, The Focus
Los Angeles *	Box 2211, The Focus	San Francisco **	Box 2208, The Focus
Merced	Box 2124, The Focus	San Jose	Box 2222, The Focus
Oakland	Box 2143, The Focus	San Jose	Box 2223, The Focus
Oakland	Box 4142, The Focus	Santa Paula	Box 2164, The Focus
Palo Alto	Box 2153, The Focus	Stockton	Box 2197, The Focus
Palo Alto	Box 2104, The Focus	Turlock	Box 2109, The Focus
Palo Alto *	Box 2204, The Focus	Ventura	Box 2144, The Focus
Placerville	Box 2131, The Focus		

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus	Reno	Box 2220, The Focus

EXPLANATION

* Finishing and Art Goods ** Workrooms down town

INFORMATION WANTED

Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.

C. J. Briggs, formerly, San Francisco.

H. C. Wilson, formerly, Salt Lake City.

H. M. Collett, formerly, Eugene, Ore.

Gail Wellington, formerly, Reno, Nev.

C. R. Mandeville, formerly, Los Angeles.

P. J. Standar, formerly, Dunsmuir, Calif.

Mrs. S. Denton, formerly, Oakland.



Things you should know---

Portrait Photography

The purpose of the photographic portrait is to reproduce a natural likeness of the subject, to catch and record personality. The portrait which will live is the one that shows a familiar position of the head, a characteristic facial expression, or some little trait associated with the individual. The ideal way to make such a picture would be to catch the subject unawares. Since this is seldom practical, he must be brought to the studio, and it is one of the greatest problems of the photographer to put his subject at ease.

DESIRABLE LIGHTING CHARACTERISTICS

A person about to have his picture taken is anxious to look his best and is likely to be under somewhat of a strain amid the strange surroundings of the studio. The presence of a large amount of complicated equipment greatly intensifies this feeling of unnaturalness and simple unobtrusive units are therefore demanded. Likewise it is highly desirable to have quiet, steady light sources, relatively free from glare. For psychological reasons the color of all the lighting in the studio should be such that people and objects have a normal appearance.

COLOR QUALITY OF LIGHT

Portrait subjects illuminated entirely by a light of extremely short wave length, such as violet and blue, show to both the eye and the photographic plate a great many facial blemishes and irregularities of skin pigmentation that are not visible under light of the longer wave lengths, such as green, yellow, orange, and red. Hence it is desirable

to photograph by these longer wave lengths and thereby reduce excessive retouching, which tends to destroy the naturalness of the finished picture. With this in mind, an increasing number of photographers are obtaining more life-like pictures with less retouching by the use of panchromatic emulsions and Mazda Photographic Blue lamps, or even clear lamps. These lamps take advantage of the sensitivity of certain plates and films to the longer wave lengths. The Photographic Blue lamps reduce by absorption the excess of yellow, orange, and red components; the total volume of light, and consequently the glare, is thereby reduced.

PHOTOGRAPHS OF BABIES AND CHILDREN

In making pictures of babies and little children, the photographer usually attempts very little modeling and devotes his principal effort toward catching them in the right pose. Many children, when they realize that they are being photographed, become frightened or try to "show off;" hence it is desirable to have the lighting arrangements also the camera as inconspicuous as possible, so that their attention may be directed to toys or conversation. Excellent illumination for photographing children is provided by the overhead lighting system together with the main studio unit; these two sources supply ample light to make the "snap shots" which are invariably necessary.

HOME PORTRAITURE

Home portraiture — comprising individuals, wedding groups, family gatherings, and such subjects—is a very attractive field that many photographers can develop. The methods of lighting the subject with home portraiture equipments are the same as employed in the studio.

Here is the "Corner Style" Easel

For the good-priced volume work



The DAMASCUS

[Mesa Stock]

In sizes	4 x 6	4½ x 6½	6 x 8	7 x 9 3/8
Prices	\$10.00	\$12.50	\$16.50	\$18.50 per 100

The portrait shows to splendid advantage in this impressive, modern style.

The colorings of the insert design—in an "air brushed" effect—are in the fashionable stippled antique silver-blue and gold-dark brown. Unusually effective—meet today's demand for color—without clashing with the tone of portraits.

The fine quality of stock—the finished workmanship—the price—all combined places the DAMASCUS in leadership in corner style easels.

Samples of both colors supplied for 15 cents
This is a style you cannot afford to overlook

SAMPLE OFFER FW-125

TAPRELL, LOOMIS & CO.
(Eastman Kodak Company) Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

A pedestrian is like a piece of sheet music, C sharp or B flat.

-- --

They're sure making it hard for pedestrians. Now they're putting big lights on machines so they pick them out in the dark.

-- --

Four-wheel brakes are much better than the two-wheel kind. With the old style brakes, sometimes a pedestrian could get up when he was run over, but with 4-wheel brakes you can stop right on top of him.

-- --

Once a victim tried to remember the number of the car that hit him—now he tries to remember the number of cars.

-- --

Where you see a big machine heading for you as you cross the street, you don't have to jump.

-- --

There's no law to make you.

-- --

But the exercise will do you good.

-- --

Consider dumb Minnie McSlade,
Through traffic she carelessly strayed;
She had rather bad luck

And got slapped by a truck,
So they put her to bed with a spade!

-- --

If you must get hit, pick out a light car like a Moon or Star.

There is now one auto for every five people. That makes the limit four (4) pedestrians to a driver. A good sport will observe the rules.

-- --

Here's my plan to make the world safe for pedestrians:

-- --

(1) Plant trees along all streets and roads.

-- --

(2) Teach evolution.

-- --

(3) After awhile people will learn to climb trees, and swing from one branch to another and in that way, can safely cross the streets or roads.

-- --

Then we'll need monkey policemen to direct traffic over certain limbs to be marked one-way branches, and to keep pedestrians from throwing cocoanuts or horsechestnuts at motorists.

-- --

Then, when a traffic cop tries to make a monkey out of you, just climb a tree.

-- --

(This is just a suggestion, not that I want to make a monkey out of you.)

-- --

Like Lady Godiva said when she started for home after her ride, "I'm coming to my close."

JERRY.



Agfa Developers

Energetic, long-lasting — products of technical research which increase the convenience and certainty of developing operations.

Agfa Metol

most famous of all. Of great strength, for developing baths that will work longer without exhaustion.

Agfa Glycin

non-fogging, for plates and films especially. Celebrated for clearness and delicacy in details.

Agfa Ortol

excellent for cold tones, giving clear negatives of good density. Non-poisonous.

Agfa Amidol

unexcelled for blue-black tones. Requiring no carbonate, it is very useful in avoidance of frill and hot-weather troubles, also where skin is sensitive to alkalis.

Agfa Ansco Hydrokinone

a chemically pure product of the finest quality for use in all formulas calling for hydrokinone.

Agfa Rodinal

a highly concentrated developer complete in one solution. Easy to handle, and suitable for all kinds of plates, films and paper.

Out of the Dark with Pinacryptol Green

Immerse the exposed plate or film in Pinacryptol Green desensitizing solution, then develop it in the yellow light used for developing papers. Saves eyesight, permits closer judgment of density, etc.

One gram (powder) makes 10 to 11 pints of desensitizer.

1 oz.....	\$.25
4 oz.....	.70
8 oz.....	1.30
16 oz.....	2.50

1 oz.....	\$.55
4 oz.....	2.00

8 oz.....	3.75
1 lb.....	7.00

3 oz.....	\$.60
8 oz.....	1.10
16 oz.....	2.00

1 gm.....	\$1.60
2 gm.....	2.75
5 gm.....	6.50
10 gm.....	12.00



AGFA ANSCO CORPORATION BINGHAMTON, N. Y.

Beattie's Lightings to be Taught in Hollywood

The development of artificial lighting has been so rapid that few of even the best and most ambitious workers have been able to keep up with the advances made. Others are slipping backward. That a multiplicity of lights and a lack of experience in handling artificial light have, in a large measure, been responsible for this somewhat chaotic condition in this branch of portraiture is not to be denied.

With this state of affairs in mind and with a view to correcting the situation so far as lies within their power, Beattie's Hollywood Hi-Lite Company will conduct a series of lighting sessions under the personal direction of J. W. Beattie.

While lighting is to be the main issue, negative making will also be taught, inasmuch as a correct lighting may be spoiled by incorrect timing and developing.



*Margaret Shearer, of Hollywood
Negative by J. W. Beattie*

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Sessions of two weeks each will start the first Mondays in January, February, and March. Fee very nominal. Write for particulars and make reservations now for the month preferred.

Beattie's Hollywood Garden Studio

6548½ HOLLYWOOD BLVD.

HOLLYWOOD, CALIF.

THE NEW AMERICAN Annual of Photography 1929 NOW READY

HANDY IN SIZE—The page is 7½ by 10. Convenient to handle and yet large enough for adequate pictures. The book is printed throughout on the finest coated paper which can be had in America.

BEAUTIFUL ILLUSTRATIONS—These comprise more than one hundred of the finest photographs of the year, mostly by American pictorialists, including a section of professional work, but also representing the best workers abroad. They are almost all full page and as large as the page will allow.

PRACTICAL ARTICLES—The articles are carefully written by experts and each is thorough and interesting. There is no padding or space filling. They cover color photography, motion picture work, orthochromatic photography, portraiture, composition, stereoscopic, exposure, Fresson, bromoil, a digest of the year's work and many other topics.

SPECIAL FEATURES—These include Who's Who in Pictorial Photography, giving the addresses of more than fifteen hundred pictorial photographers with sales, standing for three years, a list of American amateur and professional camera clubs, Formulary, etc., and a fine advertising section which is a guide to what the American photographic market has to offer. All in all this is the best value ever offered in a photographic annual published in America. Paper Covers \$1.50
Cloth Binding 2.50

Also get the other Photographic Year Books.

DAS DEUTSCHE LICHBILD 1928-9 price \$3.75

THE YEAR'S PHOTOGRAPHY paper covers \$1.25

THE PICTORIAL WORK OF THE ROYAL PHOTOGRAPHIC SOCIETY OF GREAT BRITAIN paper covers \$2.50
cloth binding 3.50

PHOTOGRAMS OF THE YEAR 1928 paper covers \$2.50
cloth binding 3.50

BRITISH JOURNAL PHOTOGRAPHIC ALMANAC 1929, paper covers \$1.00
cloth binding 1.50

PENROSE ANNUAL 1929 cloth binding \$4.00

DEUTSCHER CAMERA-ALMANACH price \$2.00

PHOTOGREUND-JAHRBUCH (German) price \$2.50

XXVIIIe SALON INTERNATIONAL de PHOTOGRAPHIE 1928 \$3.50

LUCIED OMBRE (Italian) boards \$2.50
THE JAPAN PHOTOGRAPHIC ANNUAL \$3.00

THE SECOND INTERNATIONAL PHOTOGRAPHIC SALON OF JAPAN 1928 \$4.00

SOLD By HIRSCH & KAYE

VICTOR FLASH LAMP

(Continued from page 5)

The amount of flash powder used for each charge is surprisingly small. And remember, with this outfit there are no high tension electric wires to install.



Victor Hair Lighter

The complete story is told in the interesting book, *The New System of Controlled Illumination in Portraiture*. Hirsch & Kaye will send you a copy, if requested, and will likewise supply the equipment, on time if desired.

--:-- --:--

The holiday season brought us expressions of friendship from numerous customers. Many of the greeting cards received were extremely clever in their design and reflected the originality of the senders.

--:-- --:--

For the cards and greetings sent to our firm as a whole and to individual members of our staff, we thank you.

--:-- --:--

It's the ability you use that you are judged by—not the ability you possess.

--:-- --:--

Hen—the only animal that lays around all day and makes a living at it.

--:-- --:--

Knowledge without action is like a sail without wind.

Bargains for the Photographer

Bargain price is offered on 5 x 7 plates of a popular and well-known brand. If you use 5 x 7 plates, you'll save a lot of money by asking us to submit prices and descriptions.

B & L Border Tinting Projection Printers. We offer two that were used for demonstration. You'll never be able to tell them from new printers.

5 x 7 (original list \$225.00)—Bargain Price, \$180.00.

8 x 10 (original list \$325.00)—Bargain Price, \$260.00.

(Generous terms of payment if desired.)

8 x 10 Revolving Back Enlarging Camera. Intended for horizontal enlarging—Bargain Price, \$29.50.

Welsh Rapid Printer (for the finisher). For negatives up to and including 5 x 7. Set of masks for all smaller sizes goes with the Printer.—Bargain Price, \$17.50.

(Act quickly—the other printer offered last month has been sold.)

Pako Globe Washer with 110 Volt A. C. Motor. Used less than two weeks—Bargain Price, \$55.

20" Horse Shoe Wringer. Light model, but very practical—Bargain Price, \$8.75.

Used Remodeled Victor Flash Cabinet. Has illuminating surface 40x70 inches. This is the first used Cabinet we have been able to offer in a long time—Bargain Price, \$49.50.

7 x 11 No. 2 View Camera with 2 portrait Film Holders, Focusing Cloth on Condenser in strong wooden carrying case. Outfit is in excellent condition—Bargain Price, \$47.50.

One extra film holder and 3 extra plate holders for the above 7 x 11 outfit can be supplied at only \$2.00 each.

14x17 Eastman X-Ray Illuminator. Will make an excellent illuminating device for you to judge and compare your negatives. Very practical for portrait commercial or X-Ray work rooms—Bargain Price, \$3.50.

BARGAINS IN PHOTO MAILERS

No. 123	Photo Mailers	4½ x 7	list	per hundred	\$1.00
No. 234	"	5½ x 11¼	"	"	2.00
No. 240	"	6½ x 13¼	"	"	2.50
No. 246	"	7½ x 15¼	"	"	3.30
No. 162	"	13¼ x 17½	"	"	5.20
No. 160	"	12 x 18	"	"	5.00
No. 157	"	12¼ x 16¼	"	"	4.80
No. 154	"	12½ x 14½	"	"	4.50

Agfa Color Plates

Enable the Commercial Photographer to offer a *more* complete catalogue service to his customer by reducing art work costs and by producing more accurate color results.

AGFA Color Plates can be used directly for window display campaigns, and, through the photo-engraver, for circulars, catalogs, and other profitable purposes which readily suggest themselves to the wide-awake photographer.

Literature for the asking!

HIRSCH & KAYE

Distributors of

Agfa COLOR PLATES

ACETIC ACID STRENGTH

When preparing the acetic acid short stop bath for prints (Formula SB-1), the chrome alum-acetic acid hardening bath for films (Formula SB-2), or the acid hardener for fixing baths (Formulas F-14a or F-1a), it is important that the acid strength should be that specified.

If undiluted glacial acetic acid is used instead of 28% acetic acid, the danger of blisters, frilling, and precipitation of sulphur in the fixing bath is considerably increased, because *nearly four times too much acid has been added*. All Eastman formulas specify 28% acetic acid and if only glacial acetic is available, it should be diluted to 28% strength by taking 3 parts of glacial acid and adding 8 parts of water.—*Photo Finisher*.

"Tabloid" Photographic Chemicals

Burroughs Wellcome & Co. products

"Tabloid" Brand Developers

	Per carton
"Tabloid" "Rytol" Universal Developer	.60
"Tabloid" "Tancol" Developer	.60
"TABLOID" AMIDOL DEVELOPER	.60
"TABLOID" HYDROQUINONE (QUINOL) DEVELOPER	.60
"TABLOID" METOL DEVELOPER	.60
"TABLOID" METOL-QUINOL DEVELOPER	.60
"TABLOID" PYRO-METOL DEVELOPER (Imperial Standard Formula)	.60
"TABLOID" PYRO-SODA DEVELOPER (Ilford Formula)	.60
"Tabloid" Brand Desensitiser	.60
<i>For development without a dark-room</i>	

"Tabloid" Brand Toners

For Development Papers and Lantern Slides

"Tabloid" Blue Toner	.70
"Tabloid" Green Toner	.70
"Tabloid" Sepia Toner	.70
"Tabloid" Brown Toner (for sepia-toned prints only)	.70
"TABLOID" COPPER FERROCYANIDE TONING COMPOUND	.50
<i>For P. O. P. Prints</i>	
"TABLOID" PLATINUM TONING COMPOUND	\$1.40
"TABLOID" GOLD CHLORIDE WITH SULPHOCYANIDE COMPOUND (B 6)	.70
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Order from

HIRSCH & KAYE

Your logical source of supply

Color for Photographers with Defender Iris



Color in photography is not new, yet monochrome—or, we might rightly call it “duotone,” in simple form, has prevailed. Warm olive-blacks, rich browns by special developers, sepia tones, on cream - white or

“buff” stocks, are all part of standard photographic practice today.

The call for color has existed for a long time, yes, even from the days of the pink-cheeked, red-lipped, white-laced and gold-buttoned Daguerreotype, but its impracticabilities have limited its development, right up to the present day.

Gold tones, in browns, reds and even delft blues, have been attempted, had their vogue with a certain few photographers, and though very beautiful, have largely departed because of their complexities.

The sepia bath, much more popular a decade ago than today, is considered by many as a disagreeable mess, requiring much extra labor and extra time.

Oils and water colors applied have much the same effect, although admittedly their object is not to enhance monochrome, but to eliminate it. And this process, too, requires special training, skill and extra time.

Special developers, using high priced chemicals, are likewise a nuisance, and not fully satisfactory even though compounded in accordance with the photographer’s own pet formula.

The problem of color in photography may never be solved completely until an entirely new and practicable method of direct color printing is evolved.

With the announcement of its new line of photographic papers coated on colored stocks, the Defender Company believes it is blazing a new trail toward

the practical accomplishment of unique and satisfactory results in the color field which will be acceptable to the photographic profession because of their beauty, simplicity and economy.

The new papers, coated with the Artura Iris emulsion, are now offered as Iris O, Rough Luster, in four distinctive tints: Rose, Olive, Blue and Green.

The paper stock itself carries the color. The emulsion is the same as is used on the conventional white or buff papers, thus the photographic quality is not disturbed in the slightest. It is all there, soft gradation, warm photographic tone, but the delicate highlights and middle tones throughout the picture are tinted by the underlying color of the paper base.

The resultant photograph is startlingly different. Imagine a rich turquoise blue, a warm vivid green, a pale, almost pearly olive, or a delicate rose-pink, as the background of a delightful study, a portrait head, a garden view, or photograph of a country home.

The process is simply the ordinary developing and printing process always used for Artura Iris. The handling is identically the same. There is no extra trouble or bother, no special developer, no extra skill required.

Just order Iris O, in the color you prefer. Your dealer will deliver it promptly. It is truly different and we believe you will like it.

If you wish to try it first, send us One Dollar for special trial package containing three sheets of each tint, size 8x10 and it will be mailed to you, post-paid.

The list price of Iris O in any color is:

	5x7	8x10	11x14
One Dozen	\$0.60	\$1.25	\$2.50
One Gross	5.50	12.50	25.00

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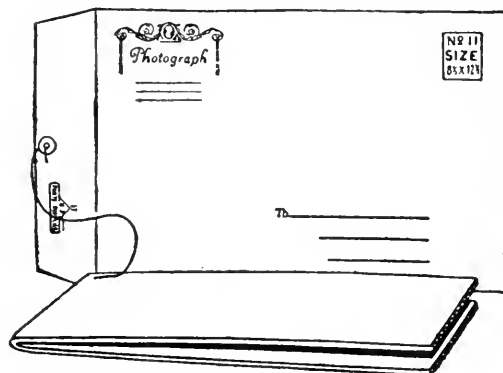
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SAN FRANCISCO, CALIF.



The New INGENTO Photo Mailer

has the only double seal feature of string
fastener and gummed flap, making it pos-
sible to mail photos to foreign countries
or send them by first-class mail when pri-
vacy or additional safety is desired.

Made in the Following
Popular Sizes

The INGENTO is easily superior to any other
photo mailer on the market. There is no chance
of breaking photographs, drawings, sketches or any
other valuable matter when this mailer is used, as
they are perfectly preserved by the double corrugated
board which covers the photograph or drawing both
front and back. The capacity of this mailer is
greater than others and it is more quickly sealed.
The various sizes we manufacture are made to take
all the popular up-to-date mounts in use by the lead-
ing studios throughout the country.

The new No. 11 Ingento Photo Mailer is now
made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photo-
graphs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with
super-strength corrugated board: it is ideal for large
prints, folders, enlargements and drawings.

		SIZE
No. 2	$5\frac{1}{2} \times 7\frac{5}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

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Speaight Tour Starts

Exhibition and Lecture Tour of Internationally Known London Court Photographer, sponsored by Eastman Kodak Company, sure to stimulate new interest in portraiture. Special invitations to be supplied for mailing to your list of prospective customers



Not only does this tour present unusual opportunities for the photographer to secure new ideas of direct benefit to him in his work, but it supplies the means as well of arousing and stimulating public interest in photographic portraiture. In fact, such an excellent chance for profitable advertising is presented that no photographer can afford to overlook it.

The following publicity plan makes the photographer's co-operation easy and definite, and when properly put into execution, assures the success of the tour.

PUBLICITY PLAN

First: Eastman Kodak Company will supply to photographers in the cities visited invitations to the exhibition, in quantity, which they can in turn mail to a list of their prospective customers. These invitations bear the photographer's studio name and are supplied with envelopes, without charge. All the Eastman Co. wants from you is the number of invitations that you can efficiently mail. They will then be imprinted with your studio name and sent to you in bulk for remailing in your city. Your only charge is the postage.

Second: To all photographers ordering invitations, and to others who so request, a display card calling attention to the exhibition will be supplied for use in the reception room of the studio.

Third: Some 200,000 of the best prospects for portraits in the various cities will receive invitations to visit the exhibition, direct from the Eastman Kodak Company. This invitation will contain a catalog of the portraits exhibited and will help, of course, to swell the attendance. But 200,000 only scratches the surface, and the real job of filling the halls with the right kind of people is yours.

There will be no conflict in any way with the invitations mailed from Rochester, which formally "request the honor of your presence," etc., and those which you send out. The invitation specially prepared for the photographer, the Smith-Jones Studio "commends to your attention," etc. Because of the difference in phraseology, duplication between invitations is actually to be desired because weight is added to the importance of the exhibition.

Fourth: Inasmuch as Mr. Speaight is internationally known as a London court photographer, and due to the fact that his exhibit contains so many pictures of British and European royalty, there is considerable news value to his appearance in the various cities which he will visit. We are not losing sight of this fact, and pictures for rotogravure sections, stories for newspapers, etc., calling attention to the exhibit, will flow from Rochester in an endless stream. There is a chance as well for you to project your studio into the news columns. For example, if your business is located outside of the cities visited, plan to attend the lecture and exhibit and give your local paper a news item which will let the public know you are a wide-awake member of your profession.

Such a notice in your local papers is good publicity and should not be overlooked.

OTHER IMPORTANT DETAILS

There, briefly, is the publicity plan and you ought to lose no time in preparing for your part in it. The Eastman Co. specially requests that you advise them *at once* of the exact number of invitations that you will agree to mail, and we suggest that you carefully select

(Continued on page 30)

your mailing list so that the invitations and your postage will not be wasted. With the number of invitations which you can use to advantage, will you please include as well, either typewritten or hand printed, your name and address as they are to appear in the invitation? Omission of your studio address will make this invitation less commercial, but The Eastman people will be glad to imprint it either way. The letter containing this information should be addressed to the Advertising Department, Eastman Kodak Company, Rochester, N. Y.

The invitation should be mailed under a two-cent stamp not more than one week before the exhibition. Any other method of distributing these invitations would cheapen the exhibition, defeat its real purpose and fail to bring you business. Orders received too late to be imprinted and shipped to meet this schedule will necessarily be canceled.

The exhibition will be open to the public from nine to six the first day, and from nine until noon the second day. The entire evening of the first day will be reserved for professional photographers exclusively.

Importance of the Tour.

We believe that without question this will be the most notable portrait exhibition that has ever been presented to the public. Mr. Speaight's long experience as a court photographer has enabled him to secure some of the most remarkable portraits ever made of the royal families of Europe.

He has recently visited eight countries, calling on all of the most prominent photographers, for the express purpose of securing the finest examples of photographic portraiture to be had for this tour of America. In many cases the photographers visited were court photographers like himself, so the picture exhibit will be the most interesting as well as the finest collection of photographs ever exhibited to the American public.

While the exhibition offers unusual publicity opportunities, as outlined above the importance of both exhibition and lecture to the photographer himself cannot be over-stressed.

During his contact with European photographers, Mr. Speaight has gathered much interesting data for his illustrated lecture, open to photographers only. He is a very capable workman and will offer many valuable suggestions from his own knowledge, and will give you as well the benefit of the experience of the many photographers he has visited. Those of you who saw Mr. Speaight's exhibit at the National Convention in Louisville know the very high quality of his work. The evening session is your session. Don't miss Mr. Speaight's lecture. Make your plans far enough in advance so that nothing will interfere with your attendance. Plan also to give plenty of time to study of the picture exhibit.

Above all, remember that this tour should be the greatest single piece of publicity to be given to portrait photography this winter.

Cooperate to the limit for the ultimate profit of photography in general and yourself in particular.

PACIFIC COAST ITINERARY OF THE SPEAIGHT TOUR

LOS ANGELES

Biltmore Hotel	Feb. 25-26
Ball Room	

SAN FRANCISCO

St. Francis Hotel	Feb. 28-Mar. 1
Ball Room	

PORTLAND

Masonic Temple	Mar. 5-6
1st Floor Ball Room	

SEATTLE

Olympic Hotel	Mar. 8-9
Ball Room	

VELOUR BLACK

for
PRINTS
by Projection

There is no better medium for fine photography—portrait or pictorial—than Velour Black, for prints by projection.

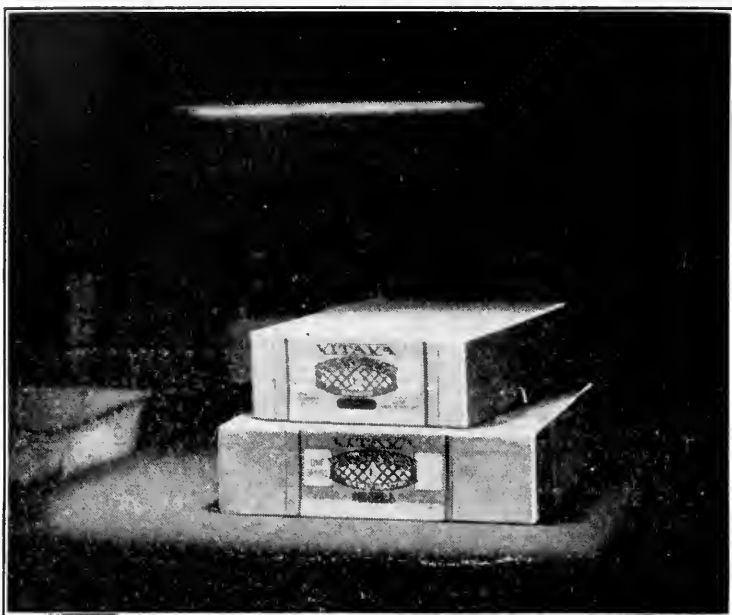
Brilliant interpretation of negative quality, simplicity, steadiness, plus a characteristic beauty of scale and tone, bring results which challenge comparison with the best contact prints.

That is why, in "putting his ideas on paper," the photographer so often prefers Velour Black.

A choice of seventeen surfaces in imported paper stock. Ask your dealer for the Defender Book.

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.



To Please Every Taste

A beautiful silk surface on old ivory or cream-white stock; a lustrous linen surface on white or buff stock and the popular half-canvas surface of "Old Master" on cream-white or buff stock—these are but six of the nineteen grades of Vitava Athena, each of which is paralleled by an identical surface and color of the new Vitava Projection Paper.

You can now choose from nineteen grades of these quality papers, both for contact and projection prints—a choice broad enough to please every taste.

EASTMAN KODAK COMPANY
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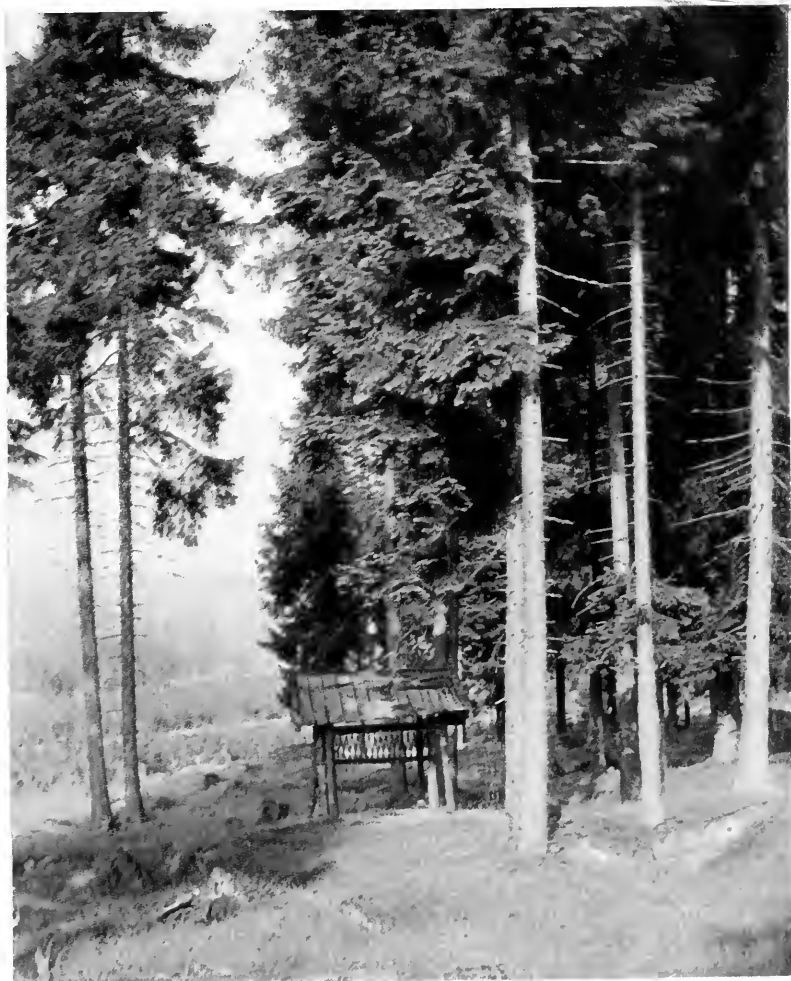
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume V

FEBRUARY, 1928

Number 2



PHOTOGRAPHS
Live Forever

Especially when made on Agfa Color Plates

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco



Color Plates

for brilliant, natural-color photographs

THE cover insert on this magazine is a three-color photo engraving direct from an Agfa Color Plate.

This is the modern way of illustrating advertising copy, making natural-color portraits, catalog reproduction and other work requiring color. In it there is profit for the professional photographer.

The Agfa Color Plate is the basis of many natural-color pictures used at present by national advertisers and illustrators. It is the only sure way of photographing many subjects which may possibly move before three negatives with color separation filters can be made. The separation negatives are then made from the color plate under the best working conditions, insuring perfect results.

Any plate camera can be used, and fifteen minutes after the exposure is made the color plate can be ready for making the separation negatives.

The process is simple and easily applied. The Agfa Color Plate instruction book, which explains the taking of pictures in natural colors by this standard method, is free to all photographers. Write for your copy today.



AGFA ANSCO CORPORATION
Binghamton, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume V

FEBRUARY, 1928

Number 2

: IN THE PROFESSION :

JOHN RUMMEL



"He kidnapped the congregation" This is a story of a minister's son who made good, in spite of handicaps. John Rummel was born in Hungary, in the days when it was part of the Austrian Empire. This fact is sufficient background for the life story of an artist or musician. His father was a minister in a German Baptist Church and it was natural that John should develop an ambition along missionary lines. What boy has not aspired at some time to be either a pirate or a missionary?

Some twenty or more years ago John Rummel came to America and we find him preaching to a German congregation in a North Dakota town. Our entry into the World War was a tragedy to him, for, although he was an American citizen, he was not allowed to preach in the German language. He had to do something, so he purchased a 5 x 7 camera, "kidnapped" the congregation and its properties, and gave piano lessons. In this way he kept fairly well occupied.

Then, with peace, came another tragedy. Perhaps you recall the great experiment in state socialism, conducted by North Dakota shortly after the war. Banks failed, and the savings of thrifty John Rummel were swept away.

California's sunny climate seemed inviting as compared with North Dakota,

so he came to the west. We recall his first visit to our office, where he impressed us with his unfailing faith and optimism. He located in Lodi, where he now has a very modern studio.

He laughs now at any attempt by him to play the piano, but it seems to us his pyro stained fingers, can paint from his experience with man, and his faith in God, a tone picture, worthy of Bohemia.

Here's an interesting index to his success. He changes his displays frequently, probably more often than anyone we know. He is married, has five grown children and his family life is worthy of a separate article.

THE TRUE TEST OF A MAN

THE place to take the true measure of a man is not the forum or the field, nor the market place or the amen corner, but at his own fireside. There he lays aside his mask and you may judge whether he is imp or angel, king, or cur, hero or humbug. I care not what the world says of him; whether it crown him with bay, or pelt him with bad eggs; I care never a copper what his reputation or religion may be: if his babes dread his home-coming and his better half has to swallow her heart every time she has to ask him for a five dollar bill, he's a fraud of the first water, even though he prays night and morn till he's black in the face, and howls hallelujah till he shakes the eternal hills. But if his children rush to the front gate to greet him, and love's own sunshine illuminates the face of his wife when she hears his footfall, you may take it for granted that he is true gold,

TIME—LABOR—AND MONEY SAVING;

Easy to use; very economical and safe; prints of perfect gloss which dry quicker and flatter; an absolute prevention of stick prints; always ready to do the work quick, safe, and right:

That is

U N E E D O L

The new liquid squeegee lubricant

The best and cheapest thing you ever used. Guaranteed to give full satisfaction or money refunded.

Pint Can.....\$.85

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Buy it by the quart
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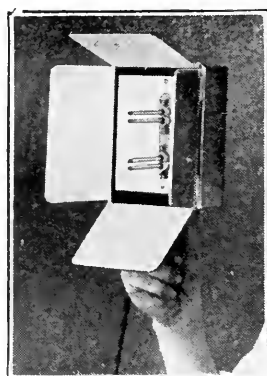
A WINNER

The Ingento Twin Arc \$15



A \$15 Twin Arc Lamp that beats them all. This fully automatic lamp will burn for 40 minutes without any attention or trouble. Operates on 110-120 volts A. C. or D. C. house current.

This lamp represents months of experimentation and testing. It is exactly what what is needed in the photographic trade. The commercial and portrait photographer, as well as the movie man, will welcome this wonderful and powerful lamp. It is a compact unit that quickly folds up in its own case and can be packed away in a small space.



Size, when closed, $2\frac{3}{8} \times 4\frac{1}{2} \times 7$ inches, weighs only 30 ounces. Folding wings or reflectors direct the light in the proper direction. The concave reflector inside of the lamp assists in throwing all the light on the subject without any spots. The lamp produces a soft, pure, white light that gets good pictures every time.

Will burn white flame or panchromatic carbons; can also be used as an ultra violet therapeutic lamp by using sunshine (therapeutic) carbons.

The body is built of heavy gauge satin finish aluminum that will stand handling. 15 feet of cord is supplied with each lamp. Try this lamp for better pictures.

PRICES

INGENTO Twin Arc Lamp - - - - -	\$15.00
Nickel-plated 6-foot folding stand - - - - -	2.50
Double length white flame carbons, per doz. - - - - -	1.25
Diffusion Screen - - - - -	2.50
Double length panchromatic carbons, per doz. - - - - -	1.25
Sunshine (therapeutic) carbons, per doz. - - - - -	1.25

Burke & James, Inc., Chicago

THE establishment of a research laboratory in photography and associated sciences as part of the English plant of the Eastman Kodak Company at Harrow, near London, was announced November 10th. Dr. Walter Clark, formerly of the staff of the British Photographic Research Association and the National Science Library, has been appointed director.

The research laboratory at Harrow will be patterned after the Eastman Kodak Research Laboratories at Rochester, which, under the direction of Dr. C. E. K. Mees, have grown in 16 years to have a staff exceeding 150 in number and which have produced numerous important photographic inventions and improvements, the most recent of which is color motion pictures for amateur photographers.

Dr. Clark returned to England on November 14th on the Aquitania after having spent several months studying the organization and methods of the laboratories in Rochester.

The new laboratory in England, while co-operating closely with the corresponding organization in America, will not merely supplement the Rochester work, but will pursue its own individual lines of research. The expectation is that two laboratories, working independently in different countries on various problems, but comparing and sharing their results, will facilitate even greater photographic progress than has attended the work of the Eastman Kodak Research Laboratories since Dr. Mees came to Rochester in 1912.

In the past year the Harrow plant has been added to by a film storage building, a silver nitrating building, and a camera factory which is now manufacturing on a full schedule. It is the largest of the Eastman Kodak plants abroad. The other foreign Eastman Kodak factories are at Vincennes, France, Copenich, Germany; Vacz, Hungary; and Melbourne, Australia.

Personality

Can you photograph personality? Your immediate answer to this question is, no, because personality deals with the mental life. But are you quite sure it cannot be done? What is personality anyway? Is it intangible, or has it real physical properties which can be recognized in a photograph? Personality exists in a combination of human qualities—such as appearance, bearing tone of voice, taste displayed, culture, intelligence and sociability.

Certainly many of these are picturable qualities. Unless a photograph portrays some of these characteristics it has failed in its purpose as a true portrait. We all have days in which our personality is especially evident—days in which “we are sitting on top of the world,” to use a slang expression. These are the days in which personality can be pictured.

-- --

Get the Extra Order

One of the troubles with the holiday rush is that it sometimes limits the time that can be given in the reception room to selling sufficient prints.

One studio tells us that they succeeded quite well last season and so far this season, in getting orders for extra prints for delivery after the holidays—on the argument that there are many homes where a portrait is desired or needed for someone, whom you would not care to remember that way at holiday time.

Coach the reception room people to take an extra minute to sell prints for after holiday delivery. It will help out the February profits.

-- --

Do you take photographs of fires? Some photographers do a very nice business in taking such pictures. They sell the prints to the state fire marshal's office, insurance companies, local insurance agencies, newspapers, special publications featuring fire prevention and the like. Insurance agencies can use such pictures very effectively.

PERFECT PRINTS!

Silver, Gelatine, etc., contained in
HAMMER EMULSIONS
Are proportioned so that you can make
Perfect Prints

With artificial light or daylight they record the delicate tones so
necessary when printing time comes

USE SPECIAL BRANDS for SPECIAL WORK

Hammer's Booklet sent on request



Hammer Dry-Plate Company

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St. Louis

159 West 22nd St.
New York City



The New INGENTO Photo Mailer

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board; it is ideal for large prints, folders, enlargements and drawings.

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MADE IN THE FOLLOWING
POPULAR SIZES

	SIZE
No. 2	$5\frac{1}{2} \times 7\frac{3}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

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\$ 30,000 IN PRIZES

FOR PICTURES ANYONE CAN MAKE

During the early months of 1929, the Eastman Kodak Company is going to spend several thousand dollars in the promotion of a picture-taking contest to give away \$30,000. The competition is open to all amateurs and there will be 1,223 fortunate prize-winners in this great country-wide contest.

PRIZES FOR ALL CLASSES OF PICTURES

A contest such as you have never heard of before, in the amount and number of rewards offered and in the vast possibilities it presents for larger camera sales and increased film and finishing business. From the grand prize of \$2,500 down to the smallest of \$5, there is a powerful business stimulator in every one of the awards. March and April will be featured by the award of a special prize of \$100 for the best baby picture *from each state* of the United States and from *each province* of Canada. Competition will continue through the three months of the contest for awards in ten different classes, grouped according to picture subjects. 103 winners will divide \$1,475, the amount of the award in each class with a first prize of \$500. A special enlargement contest will be of particular interest to all photo finishers. Starting with a first prize of \$500, \$1,350 will be awarded to 78 winners in this special contest.

All of this money will be won by somebody, and the fortunate ones might as well be among your customers.

MORE NEW BUSINESS WHEN YOU NEED IT

The months of March, April and May were chosen for this contest because the Eastman Kodak Company believe that it is during this period that volume finishing will be most welcome to you, and because at this time we can show the greatest increase in picture taking activity without encroaching upon the natural activity later in the season. In other words, the contest is planned to create *new* business, more than merely to stimulate old.

AGGRESSIVE ADVERTISING THROUGHOUT THE CONTEST

Throughout the life of the contest, a wide list of publications will carry special full-page Contest advertisements that are sure to produce an enormous response, as this contest is *real news* to the amateur, and combines the mass volume of a national movement with the intense interest of a local competition. Rotogravure sections of the Sunday newspapers will tell about the Contest to additional millions.

Continued on page 9



WHY Change Lenses?

If your next sitting is to be a portrait, why the annoyance rooting out the *old* portrait lens from the safe to replace the group lens on the camera, when—

THE VARIUM $f3.5-f4$.

can be adjusted permanently to your camera and "shoot em" as they come. Think of it—one lens that possesses SPEED for child photography, SOFT FOCUS for portraiture, SHARP FOCUS for groups, or portraiture when desired, and LONG FOCUS for good perspective—really a combination of lenses at the price of only—and reasonable too.

*May we send you
one on trial?*

Manufacturers of quality photographic lenses and shutters since 1889

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

The Eastman Kodak Company will reach the great rank and file of the American public, and by the methods that are about to be outlined they will provide you with the means of reaching your own particular share of that vast market. In other words, they propose to build a background of national advertising and publicity for you to capitalize upon locally. Here's how:

First, through folders which tell in detail the story of the contest, so written and so illustrated as to encourage participation in the competition. These folders will be available to you for distribution to your agents in as large quantities as you can effectively use them.

Second, The Eastman Kodak Company will provide you with specially prepared delivery envelopes, which will tell about the contest and which will contain hints on the making of Prize Winning Pictures.

Third, there will be special contest stuffers for use in your delivery envelopes, or in your own or your agents' monthly statements.

Fourth, they will provide you with attractive and action compelling window streamers, for your own and your agents' use throughout the contest.

Then, too, they provide electros and mats for your own advertising use in supplementing the national campaign. For those of you who live in towns where public events such as baby parades, Sunday School picnics and similar affairs are being held during the life of the contest, they will be glad to provide, when you request it, a specially prepared plan so as to get the greatest possible effectiveness in the encouragement of picture-taking and participation in the contest.

This is merely a bare outline of what the picture-taking contest really means. Be assured though, that it is as complete, as comprehensive and, we believe, as effective as it can be made.

DECIDE NOW TO GET BACK OF THIS CONTEST

The success of this contest or of any other contest depends largely upon its intelligent and enthusiastic support and direction, and it is upon these points that so much depends upon you—for when all its said and done, it is as much your contest as it is the Eastman Kodak Company's, and the benefits and profits which can be derived from it are as great for you as for us. The money and the machinery for doing the job has been provided and it is now up to you to use these resources for your own advantage.



Order your advertising material direct from

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

*“Fully Equal
to imported
Metol at its
Best.”*

and at

Domestic Prices



❖
One of the
“Physically and
Chemically
Perfected Photo
Chemicals”
❖

IN this way is Pictol described by one of the government bureaus and by many of the leading studios of the country. Pictol gives

1. **Better Tones**
2. **Greater Detail**
3. **Longer Lived Solutions**

Such a developer has long been sought by manufacturers in the United States and now we offer it to you at a price no higher than you would have to pay for ordinary Metol substitutes.

*A trial will convince you of its many advantages.
Send 25c for a one ounce sample.*

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Pako Automatic Darkroom



Chicago Delivers Chicago recently "entertained" several hundred Master Photo Finishers in Annual Convention assembled. Maybe Master Photo Finishers are just naturally easy to entertain. Maybe Chicago really deserves some credit as convention host par excellence. Whichever and however—the occasion was a happy one for everyone. The Photo Finishing Industry is gradually taking on the color and character of maturity and losing the changing voice and awkwardness of extremities that denote a more or less verdant adolescence. That has been going on, but somehow it seemed more noticeable at this meeting than at any we have seen or heard about.

The Pako Exhibit The Pako Company had on display a Model "B" Printer, a PAKO-DOPER, a HI-GLOSS MACHINE, and a new PAKO FILMACHINE, or "Automatic Dark Room." Of the first named machines you have heard quite a little.

The "Hit" Of The Show Those who saw the FILMACHINE or AUTOMATIC DARK-ROOM at the Convention were impressed by the simplicity and painstaking designing that was apparent in the smooth, dependable operation of the machine. If, as most technical men claim, simplicity is the product of experience and refinements, the PAKO FILMACHINE is already several years ahead of the field.

Essentially the automobile motor of today is only a fraction as complicated as the earlier motors. The same is true of practically every mechanical device. Engineers learn economies of parts and materials and soon are accomplishing better results with but a portion of the complications that characterized first attempts.

For over a year the original PAKO FILMACHINE has seen daily service in the PAKO Finishing Plant. During this time it has undergone many changes resulting in the exceptionally advanced design in which the FILMACHINE is first presented for sale.

Compact The most remarkable thing about the FILMACHINE is its size—or lack of it. Three feet wide—ten feet long—nine feet high. That's the FILMACHINE proper. A sixteen foot drying run is designed to go with it. Allowing for loading space a thirty foot room will accommodate the whole installation in a straight line.

(Continued on page 13)



gevaert



Transparency Plates *and* *Lantern Slides* *Six Varieties*

Covering all requirements in the commercial field

“GEVAERT”

*is always specified by the photographer
who wants the BEST*

*Descriptive Catalogue on Request
Address Dept. No. 8*

THE GEVAERT COMPANY OF AMERICA, Inc.

423-439 W. 55th St., New York City

Chicago, Ill.
413-421 N. State St.,

Portland, Ore.
345 Salmon St.

Toronto, Ont.
347-49 Adelaide St. W.

Dealers in Principal Cities of the United States

NOVABROM	<i>{ The Standard Bromide Paper for Every Phase of Photography.</i>
-----------------	---

Pako Automatic Darkroom

(Continued from page 11)

Uses Standard Tanks The FILMACHINE is designed to use 48-gallon stone tanks. Hangers are spaced closely—the machine has such precision that little “tolerance” is required. The result is a capacity of 300 rolls per hour at 7½ minutes development. And all in a darkroom space and with tank capacities cut in two in comparison with automatic developing machines.

A New Principle This new offering is unique in its method of picking up and advancing hangers. All other machines of this deep-tank type have used a pair of elevating chains for each tank. But the FILMACHINE has but two pairs for the entire machine—six tanks, with a final resting place on the drying conveyor—all the ups and downs for each hanger accomplished by those two pairs of lifting chains! The lifting is done by pick-up cups spaced on two parallel horizontal bars. These bars, fastened to the two pairs of elevator chains, are guided laterally and longitudinally so there is no end play or side swing. With no drops of solution flirting here and there hanger rods can be moved closer together; saves space—saves solution—saves accidents!

And O, yes!—The Pako Company took orders enough at Chicago to keep them busy until April 15th. None of these orders have been positively confirmed, as each one requires planning service to see just what the customer needs.

In installing this machine there is apt to be quite a saving through use of tanks, clips, etc., already in the finisher's possession. The FILMACHINE will be sold with directions for installation, or the Pako Company will install it for a price. The list on the entire standard machine, equipped with tanks, hangers, weight clips etc.—set up in your plant and ready to run—is around \$2,000.00. Tanks, etc., included. The FILMACHINE itself, without tanks, hangers, clips, fans or installation, lists at a few smackers under \$1,000.00.—(Horace, in *The Pako Bulletin*.)

Terms if desired

HIRSCH & KAYE can supply Pako Equipment

Next month the Pako Rocker System will be described

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue

SAN FRANCISCO

Room 420 - Phone Prospect 476

RETOUCHING

*Satisfaction guaranteed
Reasonable prices*

Louise C. Bestler

Apt. 6

5703 College Avenue

OAKLAND

CALIF.

Fernie—L Studio

Retouching, Photo-Coloring, Air-Brushing
Lantern Slide Coloring, Hand Painted
Dolls, Handkerchiefs, Etc.
Opal Coloring

Apt. 521

Argyle Apartments

146 McALLISTER STREET

San Francisco :: California

Rightway Retouching Studio

Specialize in

Effective Retouching and Artistic
Coloring

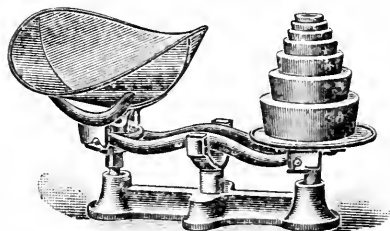
One day mail order service
Satisfaction guaranteed

PHONE HEMLOCK 8758

314 Grant Bldg. 1095 Market St.

SAN FRANCISCO, CALIF.

H & K Soda Scales



Capacity $\frac{1}{2}$ ounce to 4 pounds

Price, \$4.00



Need Lamps?

Most likely you do.

All sizes and styles
can be ordered
from

Hirsch & Kaye

PROBUS

MAKES YOUR WOOD, FIBRE OR TIN

SINKS TRAYS SHELVES

ALKALI, ACID, RUST
AND
WATER PROOF.

THERE IS NOTHING LIKE IT
IT IS MADE FOR PHOTOGRAPHERS AND CHEMISTS
GET IT AT YOUR DEALER.

WOLFF & DOLAN

239 GRANT AVE.

SAN FRANCISCO.

R. B. TELESCOPIC GRAFLEX CAMERAS

These popular cameras, though discontinued are in such great demand that we have arranged for a supply. We can now furnish from stock:

$3\frac{1}{4} \times 4\frac{1}{4}$ R. B. Telescopic Graflex Camera with one plate or film holder \$90.00

4×5 R. B. Telescopic Graflex Camera with one plate or film holder \$100.00

Press photographers, especially will appreciate these cameras.

Order today from HIRSCH & KAYE



Things you should know---

DRYING GLOSSY PRINTS WITH HEAT



always of better quality when dried slowly.

Glossy papers are made specially for ferrotyping. The commercial photographer prefers the high gloss that is secured by this process of drying. And in order to secure a perfect gloss the gelatine must be soft enough to adhere perfectly to the ferrotype plate and take on its glossy surface.

If a glossy paper is made hard enough to go through a belt dryer without sticking, it is too hard for perfect ferrotyping, and if soft enough for ferrotyping, it is too soft for belt drying.

Belt drying does not add any to the gloss of a print, in fact it deadens it slightly. So we think that in many cases semi-gloss papers, which are sufficiently hard for belt drying, can be satisfactorily used for work which must be dried quickly.

If, however, it is absolutely necessary to use glossy papers and to dry prints by heat, a bath of formalin will sufficiently harden the prints provided the heat for drying is not excessive.

In using a formalin bath the length of time required to harden the prints is in direct proportion to the strength of the solution. A 40 per cent formalin solution will sufficiently harden prints in four minutes. Dilute this solution with an equal volume of water and eight minutes will be required. Dilute one to three will require 15 minutes and one to seven, 30 minutes.

Prints should be washed thoroughly before they are placed in the formalin solution and rinsed again in clear water after they have been hardened and before they go into the dryer. Prints are

Adhesive for Labels.—Soak one part of the best glue in water until thoroughly swollen, add a little sugar candy, one part of gum arabic and six parts of water. Boil with constant stirring over a spirit lamp until the whole gets thin. Coat sheets of paper with it; let dry and cut up into convenient sizes.

Blackening Mixture.—Dissolve a 4-ounce stick of Licorice in eight ounces of water with the aid of gentle heat. When dissolved rub into the mixture one ounce of burnt sienna in powder, using the back of a spoon for this purpose. When cold, bottle for use.

Reflections in Eye-Glasses.—If a ray of light from whatever the lighting source strikes an eye-glass at the same angle as an imaginary line from that eye-glass to the lens, you will have reflections. In other words, if the light striking the eye-glass can reflect into the lens, you will have this difficulty. This is Nature's law of mirroring and the only way to avoid it is to change the position of the lamp or the camera or the glasses to destroy the sameness of the angles of reflection—in other words, juggle your camera, lights and sitter until the glasses stop shining when you look at them through the lens. Experience will teach you where to put your lamps and sitter in subsequent sittings to beat reflections from the start. If other objects mirror in the glasses, move them out of the way or cover them with a black cloth.

Our Salesmen Tell Us



By R. E. Denby

There have been several changes of ownership in San Francisco studios that will be of interest.

The St. Francis Studio on Geary St., (Mrs. Hortop) has been sold to C. B. Austin, owner of several studios in Southern California.

The Deacon Studio on Sutter Street has been sold to J. M. Epstein, former owner of a San Francisco Studio in the Park-Presidio District.

The Portraya Studio, better known as the former Paralta Studio, on Geary Street has been sold to Mr. W. Seely of Hollywood.

Frank D. Erwin has purchased the Prater Studio, (formerly Dore) on Mission Street.

-- --

By W. M. Wolff

J. H. Hogan of Oroville is just as peppy as ever. Now he's planning to install modern equipment to handle photo-finishing in volume.

R. E. Stinson, who has had studios in Red Bluff, Cal., and Klamath Falls, Ore., is also an inventor. He has just patented and started to manufacture a novel clip, to fasten baggage to automobile running boards. Looks like a winner.

R. H. Wheldon and Geo. Decker, both of Petaluma, were in our office at the same time. We know of at least one town in which competitors can be the best of friends.

J. G. Crawford, resident of Albany, Ore., and vicinity for more than 75 years and the oldest photographer in Oregon, died at the age of 79 on January 4th after a prolonged illness.

-- --

By H. Peterson

Oscar Ramey of 8th St., Oakland, has returned to the Hartsook fold, with whom he was connected preceding the opening of his own studio last fall. He left his studio in the charge of his brother, Joseph. Joe is comparatively new in business, having had only about fifteen years' experience with Hartsook, and has had very few studios of his own. However, with a little help we feel that the Ramey Studio will remain well placed on the map.

J. W. Johnson, formerly of Newark, N. J.; Savannah, Ga., and Columbia, S. C., has opened a photo studio at 1664½ 7th St., Oakland. The ½ in the street number is on the ground floor. He is equipped, able, willing, and anxious to do all kinds of photography, be it portrait, commercial or what have you. Mrs. Johnson, also an operator, will be on duty in the studio, while J. W. goes out and shoots up the town.

Our Salesmen Tell Us ---

Miss Maude Stinson of Berkeley, accompanied by her pet lenses, sped to Los Angeles in her high-powered coupe to attend Beattie's School of Photography, February edition.

We understand that Lawrence Morton is in some way connected with the concern that manufactures, brews, assembles, or concocts the effervescent fluid known as Canada Dry. We have heard that he is on the advertising staff, sponsoring its use as a hair tonic. Will Lawrence please correct us if mistaken?

The Hi-Lite of the year!

Annual Past Presidents Dinner of the East Bay Commercial Photographers Club.

To be held March 19th (Tuesday).

Ol' Virginia Inn, on the banks of Lake Merritt, Oakland.

Get your dinner tickets early.

Only 150 to be sold.

It has been reported to us that a local photographer has been "bunkoed" by an itinerant photographer who represented himself as an expert at obtaining group pictures. This person may come to you with a 50-50 proposition so beware.

If you are approached with an offer of this kind, mark time while you get in touch with the "Service Desk."

-- --

By H. L. Bush

E. E. Walker of Taft came the greatest distance to be in attendance at the photo finishers convention. And by the way, he placed an order for a Pako Rocker System. Walker believes in having the best the market affords in equipment. You should see his plant!

E. M. Hammond likewise came up from Porterville to hear the "four horse-men of the hypo-clips." He also found time to take in a couple of shows, and

a "lecture" on anatomy—the latter in company with the writer. Had time permitted we might have seen it through again.

Every photo-finisher in San Jose attended the Whitcomb Sessions. E. O. Webb was elected president of the Northern Division of the Master Photo Finishers for 1929. Webb hails from San Jose, of course.

Daniel Freeman arrived from Monterey and then took sick at his daughter's home here in San Francisco. Not to be denied he sent the daughter as his proxy.

Frank Fourness dropped down from Sacramento, it would seem, to represent the law makers of the Capital City. He was promptly elected to one of the offices—Regional Vice President, as we remember it.

Mr. and Mrs. W. H. Sherer of Santa Cruz, F. R. Metzler of San Luis Obispo, and A. G. Cronacher of the Sackrider Studio, Marysville, were among others who declared an armistice with work for the convention period.

Walter Allen formerly with the Mains Studio, Visalia, has taken over the Stone Studio at Palo Alto. Here's wishing him a well deserved success.

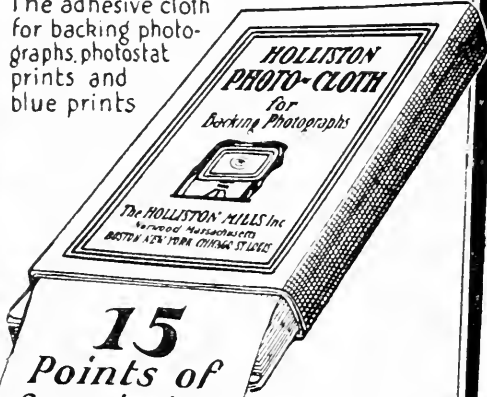
Louis Heilbron of Parsons & Heilbron, Fresno, was an early arrival on the convention floor. Ran into a lot of friends he knew. One of them, a war-buddy who fought with him "over there," darn near kissed him.

If you can ever get Heilbron to talk about the war just lend an ear. We've eve-dropped enough to know that this fellow could write a book that would out-walk the "Big Parade."

HOLLISTON PHOTO CLOTH

REG. U.S. PAT. OFF

The adhesive cloth
for backing photo-
graphs, photostat
prints and
blue prints



15
*Points of
Superiority*

Speedy

Economical

Convenient

7 Sheet Sizes

Handy Package

NOT gummed

Non-curling

Self Adhesive

Does not Fray

No odor

No Fuss

No Muss

Priced Right

Guaranteed

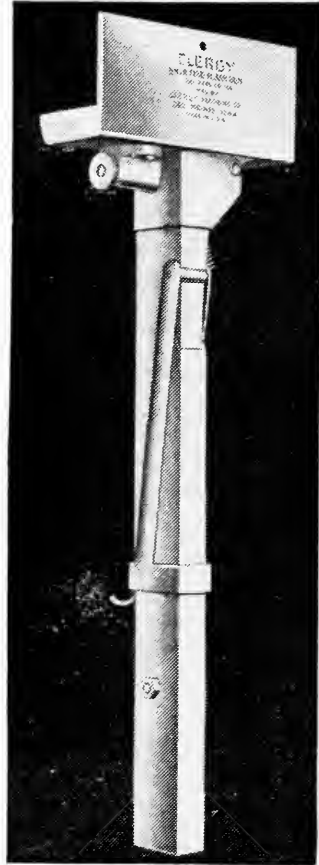
**Unaffected by heat
dampness or cold**

**Send for
Samples**



Order to-day
from
HIRSCH & KAYE

The Clergy Shur-Fire Flash Gun



An efficient, safety, durable flash gun.

It is oftentimes absolutely necessary to use flash for making a certain picture. A reliable, properly constructed, sure to ignite at the right time, and one that is perfectly safe is the Clergy.

Price of gun only \$18.00 with four and one-half inch pan.

Fourteen inch Auxiliary Flash Pan, \$3.50.

Primers, per box of one hundred, \$1.00.

Circulars furnished upon request from

Hirsch & Kaye

Are you going to the School?

Old Styles or Mode's Invite Business Stagnation

This applies to photography as to autos, radios, clothing or what not.

A TWO weeks' course of lighting and negative making in our Hollywood Garden Studio should enable you to return to your home city with the ability and the high resolve to move up from one to twenty-five years in your models.

Two weeks in Hollywood, where everything is done more beautifully and differently, is an education in itself.

BEATTIE'S SCHOOL OF LIGHTING
AND NEGATIVE MAKING
(Condensed Program)

Monday

Plain lightings, with a single source, side, three-fourths and front and back—perfectly modeled—getting it in the negative.

Tuesday

Two and three source lighting effects, with one light source, supplemented with silvered reflectors, or Brite-Lites. Soft, snappy, beautiful, flattering and very salable. But little retouching required.

Wednesday

"Old master" lightings. Especially suitable for men—and studies in a low key. One source lightings. Correct timing and development. Quick exposures.

Thursday

Control of the center of interest in portraiture, both in high and low key of lighting, avoiding distracting spots and lines. (Example, Mr. Post.) Getting it in the negative.

Friday

Sunshine and shadows—out-of-door effects in a high key, made in studio with controllable lights. (Example, Myrna Kennedy.) Moon-light effects in a low

key with foliage and flower sets. (Example, Norma Bruno.)

Saturday

General Practice day. Groups and individual negatives of those in attendance.

Monday

Two, three and four source lightings—beautiful, artistic and very appealing when properly made—the making of which, however, provides many pitfalls for the inexperienced.

Tuesday

Semi-silhouettes with decorative motif—in a low key, with one, two or three source lightings. (Example, Margaret Shearer.)

Wednesday

Background composition with plain grounds and walls, and shadows from foliage, flowers, cardboard forms and other objects. Also backgrounds composed of foliage, flowers, etc., woven into the form of slides and projected from a spotlight.

Thursday

Natural posing and expression, without which good negatives and lightings are of little avail.

Friday

General practice and dark-room work—negative quality, retouching with light (an 8x10 head that requires over 10 minutes to retouch with pencil is not a good negative).

Saturday

Review and practice.

Day Sessions

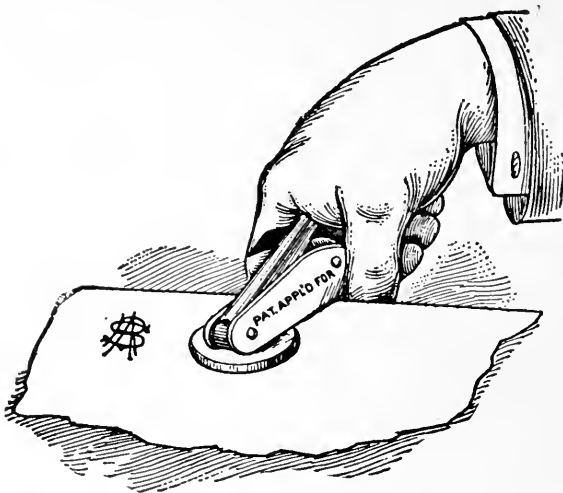
The special two weeks' lighting and negative making sessions are to be held in the Garden Studio (indoors) in the heart of Hollywood's business district. These sessions commence the first Mondays in January, February and March—9:00 A. M. to 3:00 P. M. Fee for the two weeks, \$50.00.

All sessions directed personally by J. W. Beattie aided by assistants and models. Write or call for further information at Beattie Hollywood Garden Studio, 6548½ Hollywood Boulevard, Hollywood, California.

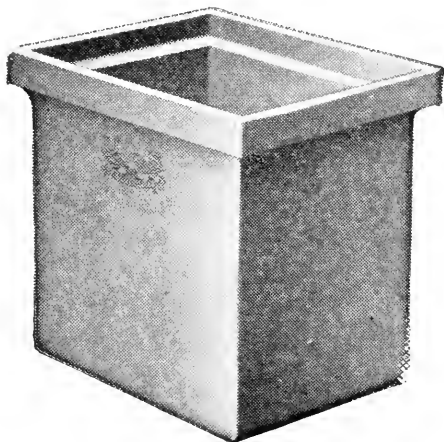
(Please mention THE FOCUS)

Roover's Hand and Desk Embossers

Emboss your name on your pictures, as well as writing material. Easy to use, results are pleasing and neat. Your choice of numerous designs and styles of type. You must read the descriptive circular sent on request, to appreciate this useful accessory. The price is surprisingly low, so ask for circular.



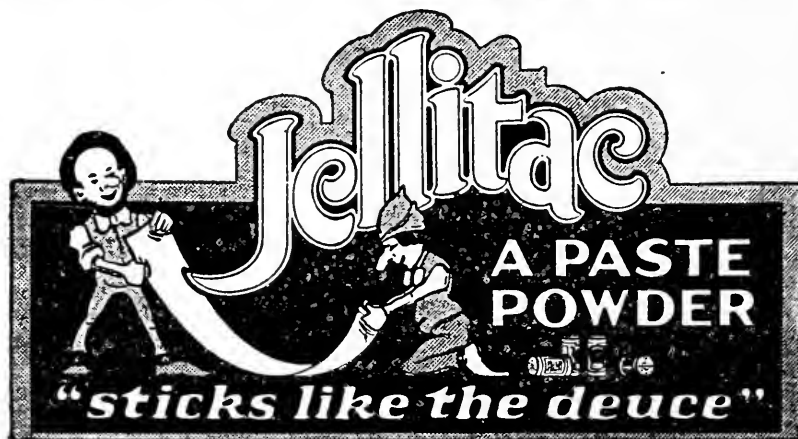
"Standard" Film and Plate Tanks (with Hanger Ledge)



This Tank is of solid and substantial construction and is ideal for developing or fixing of 5 x 7 and 8 x 10 film and plate hangers. Unlike white porcelain, these tanks are chemical proof and alkali-proof throughout the body,—not merely protected by a surface glazing. The glaze will not crack or craze.

The inside dimensions below the hanger ledge are 10 ins. long x $7\frac{3}{4}$ ins. wide x $10\frac{1}{8}$ ins. deep.

Price\$7.50



JELLITAC adheres permanently under all climatic conditions, whether hot or cold, dry or wet, and is not affected by sudden changes of temperature. Even when used to hold labels on bottles in an ice chest, which is a severe test, it holds.

JELLITAC is well known as a perfect paste for all conditions. A 4-pound package makes a gallon of paste, but you can mix it as required.

Price \$1.25 per 4-lb. package.

Trial size (quart) 15c.

Order Today from **HIRSCH & KAYE**

:: At Your Service ::

RUTH BRAND



Ruth has been with us some sixteen months, folks, and it's time you knew her. At this moment she's busy at Mr. Dolan's desk his secretary you see she'll be through in a minute and we'll intro-

duce you.

While we're waiting we might tell you that she hails from New York City. That is she was born there, but remembers little about the town. Came west you understand, very young, and grew up in Santa Rosa.—Yes, Burbank's town.

The girls say that she can walk all over a piano . . . high class stuff, too. And you should hear her talk football and tennis. Really knows the fine points. Played basketball indoors and "hookey" outdoors at high school. Understand she has fallen for ice skating recently.

Great reader this girl, too. You know, a well balanced reader. Good books; little of the mush stuff and no trash. If you want to start a real argument just tell her that Lord Bacon wrote all of Shakespeare's works and then listen to her open up on you.

One thing more, (she'll be through with that dictation in a minute so we'll have to hurry.) We learn . . . now get this straight . . . we learn, that she has her heart set on being a spinster and on having an attic full of cats. But don't believe it. It's all "hooey." One day, she let fall a word about her Hope Chest and you can't make anyone believe that hope chests are good cat-hutches.

But wait, here she comes now. We'll introduce you.

"Ruth, we want to introduce to you some of the folks who have seen your 'R.B.' on letters."

"And, folks, this is Miss Ruth Brand. Take our word for it; she is really of the right brand."

-:- *We modestly accept these* -:-

. . . Most of my work this last year has been experimental, not only in my work, but also in buying. Have bought some from Chicago and some from New York. I have compared their prices, service, etc., with yours, and I will say now that I would have been better off if I had bought only from Hirsch & Kaye, so no more orders will go east from me. One more thing I will say about your firm and that is the enormous progress and betterment you have made in the year just past—both in prices and in service. I am not given to throwing flowers, but I believe in giving praise where praise is due, so here I will congratulate you with what you attained in 1928, and my very best wishes for continued progress and success for 1929.—S. S., *Klamath Falls*.

Although it is quite late, will you kindly extend to your working Staff, our gratitude, for the good service which we received from your firm, during the recent Xmas Season. Your co-operation enabled us to fulfill our business obligations without a single hitch.—N. C., *San Luis Obispo*.

-:- -:-

May I compliment you on the way in which you handled my rather unusual demand on your organization. Thank you very much. The camera came in excellent shape and was delivered by the Express Company with the holiday rush on Sunday afternoon.—E. L. M., *Oroville*.

-:- -:-

No matter who makes it, Hirsch & Kaye have it, or will get for you.

Bargains for the Photographer

Bargain price is offered on 5 x 7 plates of a popular and well-known brand. If you use 5 x 7 plates, you'll save a lot of money by asking us to submit prices and descriptions.

B & L Border Tinting Projection Printers. We offer two that were used for demonstration. You'll never be able to tell them from new printers.

8 x 10 (original list \$325.00)—Bargain Price, \$260.00.

5 x 7 (original list \$225.00)—Bargain Price, \$180.00.

(Generous terms of payment if desired.)

Used Remodeled Victor Flash Cabinet. Has illuminating surface 40 x 70 inches. This is the first used Cabinet we have been able to offer in a long time—Bargain Price, \$49.50.

7 x 11 No. 2 View Camera with 2 portrait Film Holders, Focusing Cloth on Condenser in strong wooden carrying case. Outfit is in excellent condition—Bargain Price, \$47.50.

One extra film holder and 3 extra plate holders for the above 7 x 11 outfit can be supplied at only \$2.00 each.

Duplex Jr. Arc Lamp. Will give you plenty of light from ordinary house wiring. \$49.50.

Used 5 x 7 B & L Border tinting projection printer, reconstructed to hold 9 150-Watt Mazda Lamps with mirror reflectors. Bargain price, \$125.00. Terms if desired.

No. 4 Century Studio Camera with 8 x 10 view back. A 3½ inch No. 8 Packard Shutter (time or instantaneous) is attached. \$75.00.

8 x 9½ x 42 14-gallon stoneware tank. You'll never tell this from a new tank. Only \$15.00.

We offer two Beattie Odeta Lamps that look just like new. They will be available when you read this page. If interested write at once for unusually low prices.

Remodeled Victor Flash Cabinet that can be used as a flash cabinet or electric cabinet. Has been rewired to provide 5,000 watts. In mighty fine condition and is a bargain at only \$67.50.

20-inch Horseshoe wringer. Act quickly on this before you are too late. Only \$8.75.

8 x 10 to 5 x 7 Eastman Adapter Back, altered to fit 8 x 10 Korona View Camera. \$7.50.

Perkins Twin Arc Lamp. \$52.50.

Pako Globe Print Washer with 110 volt AC motor. If desired, a DC motor can be supplied at no extra cost. Washer looks like new and is a bargain at \$55.00.

5 x 7 Ortograflex with reconstructed plate magazine to hold 18 portrait films. A carrying case and film back adapter are included, all for only \$49.50.

PHOTO FINISHERS CONVENTION

The Master Photo Finishers of Northern California put over a nice little convention at the Whitcomb Hotel last month . . . January 15th and 16th.

The gathering was prompted by the heralded presence of the "four horsemen" of the photo finishing industry who came out of the East and North with their bag of tricks and words of wisdom.

Guy A. Bingham, Executive Manager of the Master Photo Finishers of America; A. J. Cunningham, National Vice-President; and M. C. Griswold, photo finishing chief of the Eastman Kodak Company; came from the East. National President, Fred Mayer a Pacific Coaster, came down from Portland.

We believe that an ample return was received by those attending the sessions. Guy Bingham is always good; we've heard him before. The others were new to us. This fellow Cunningham from Utica, New York is a sure-enough live wire. His talks on Christmas Greeting Cards (photographic of course) and "getting business" were the outstanding features of the convention—that is, we judge them such.

The motion pictures of eastern finishing plants and methods employed were tremendously worth-while. It would seem from pictures shown and opinions expressed that glossy prints are slated to remain. The prophesied ferrotype machines with chromium drums, eliminating lubricants and other bugaboos, are now a reality.

The exhibits of Hirsch & Kaye contributed, we trust, to the completeness of the gathering.

When You Photograph Colors

Every photographer knows the advantages of the use of Eastman Commercial Panchromatic Film. The best results with this fully color-sensitive material, however, are secured by the selection of a color filter, that will produce the desired color rendering of the particular object that is being photographed.

If short exposures are necessary, as in landscapes, and a partially correct rendering, which gives good cloud effects and general brightness, is satisfactory, the Wratten K1 filter may be used. For greater correction of outdoor scenes or for fully correct rendering of colors photographed with Mazda lights the K2 filter should be used. Fully correct rendering of all colors with sunlight requires the use of the K3 filter. These are all yellow filters.

The stronger yellow G filter over-corrects yellow—makes it photograph so light that yellow stains may be completely eliminated in copying old prints. The G filter also absorbs blue haze making distant objects photograph clear and bright.

The A, a light red and the F, a dark red filter, over-correct red making it photograph lighter than it appears to the eye. These filters also make blue photograph dark. The A is fine for light red woods. The F is best for darker woods or blue prints. There are many uses for both of these filters.

The B is a green filter which is very useful when green is a predominating color and must be rendered lighter than red.

The C is a blue filter used only in three color work.

Any of these filters cemented in B Glass squares, 2 inch, \$2.10; 3 inch, \$3.75.

Complete set of eight filters in case, 2 inch, \$22.00; 3 inch, \$35.00.

HIRSCH & KAYE

Can supply filters and film



Agfa Developers

Energetic, long-lasting — products of technical research which increase the convenience and certainty of developing operations.

Agfa Metol

most famous of all. Of great strength, for developing baths that will work longer without exhaustion.

Agfa Glycin

non-fogging, for plates and films especially. Celebrated for clearness and delicacy in details.

Agfa Ortol

excellent for cold tones, giving clear negatives of good density. Non-poisonous.

Agfa Amidol

unexcelled for blue-black tones. Requiring no carbonate, it is very useful in avoidance of frill and hot-weather troubles, also where skin is sensitive to alkalis.

Agfa Anso Hydrokinone

a chemically pure product of the finest quality for use in all formulas calling for hydrokinone.

1 oz.....	\$.25
4 oz.....	.70
8 oz.....	1.30
16 oz.....	2.50

Agfa Rodinal

a highly concentrated developer complete in one solution. Easy to handle, and suitable for all kinds of plates, films and paper.

3 oz.....	\$.60
8 oz.....	1.10
16 oz.....	2.00

1 oz.....	\$.55
4 oz.....	2.00

8 oz.....	3.75
1 lb.....	7.00

Out of the Dark with *Pinacryptol Green*

Immerse the exposed plate or film in Pinacryptol Green desensitizing solution, then develop it in the yellow light used for developing papers. Saves eyesight, permits closer judgment of density, etc.

One gram (powder) makes 10 to 11 pints of desensitizer.

1 gm.....	\$1.60
2 gm.....	2.75
5 gm.....	6.50
10 gm.....	12.00



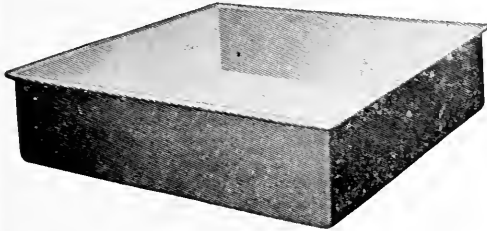
AGFA ANSCO CORPORATION BINGHAMTON, N. Y.

LISTEN! Stop Waste! Reduce Labor and Expense!

For Best Results Install

STERLING QUALITY DEVELOPING TANK OUTFITS

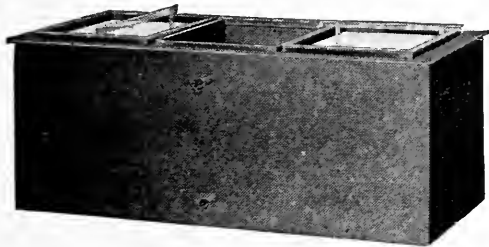
White Enamel Fixing Bath



For all sizes of prints. Extra large depth. Saves time and labor. Once used always used.

STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"



NOTICE THIS IS IN TWO SIZES

For plates and Cut Films.

Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only. Best 3-in-one outfits made for Commercial and Portrait work.

Economy in Initial Cost Upkeep, Service

Light. Easily Cleaned
and Handled. Best
Economizes solutions.

*AMATEUR
FINISHING
OUTFITS.* Roll
Film and Circuit
work. Enormous daily
output.

*Enamel Water-jacket.
1 developing tank.
1 fixing tank. Middle
space for washing
and rinsing. Circu-
lating water—for
temperature regula-
tion.*



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.
"The best by test."

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.
Used for Portrait Lighting, Copying, and Enlarging.
Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

WHAT HAVE YOU?

Position wanted by first class operator
and all round man, in city or out of
town. Has references. Will also con-
sider purchase of studio.

Box 845, THE FOCUS

The home of THE FOCUS may be a
long way from your place of business,
but try our service and you will decide
that distance is obliterated by service as
well as by radio.

HIRSCH & KAYE

Your logical source of supply

No matter who makes it, we have it, or
can get it for you.

H & K INCANDESCENT FOCUSING SPOTLIGHT

Here is a well made and beautiful appearing Spotlight which comes complete with 400 watt blue Mazda bulb. Can be focused from a small spot to a large flood of light. A simple lock holds the light in focus at any desired position, and the illumination is under perfect control at all times.

Best Light on the Market for the Price

It's fine for use with Daylight

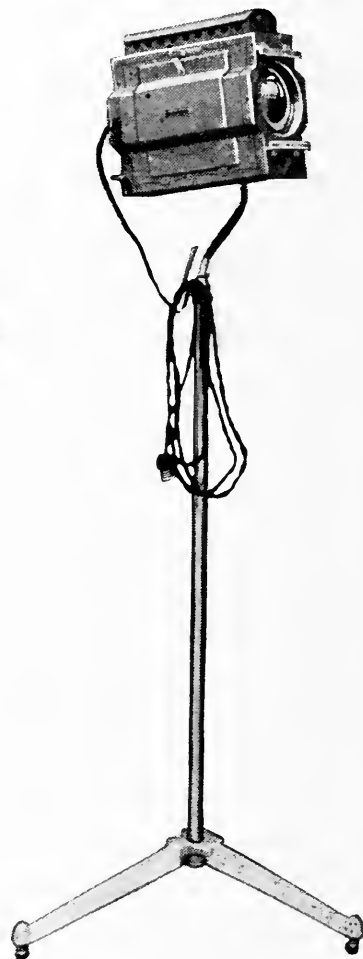
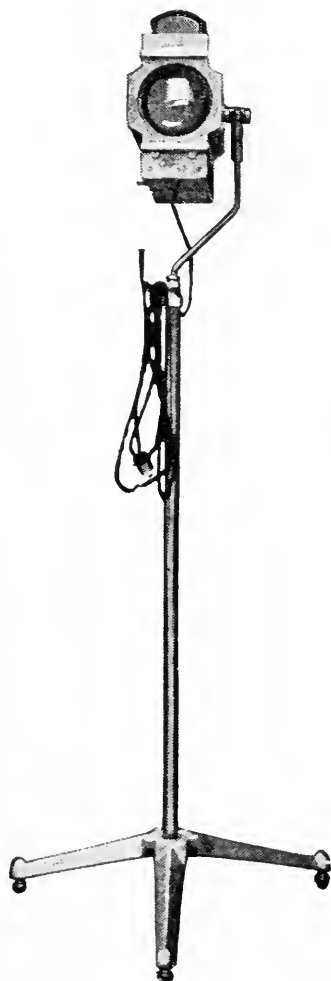
Substantially constructed, with heavy nickel plated stand and ball bearings casters. Large, well ventilated lamp house finished in grey and black trimmings. Has externally operated switch and focusing device.

Complete with 400 watt Blue Mazda Photo Light globe, stand, copper diffusing screen, 4½" diameter condensing lens, and 10 feet of asbestos covered cord all ready to attach to any light socket.

Price, with lamp, as described

\$45.00

(Terms if desired)



An added desirable feature of the H. & K. Spotlight stand is an extra clamp which can be adjusted to permit the lamp house to be used at any desired height. This enables the operator to get the source of illumination close to the floor, which is a decided advantage in making fireside and similar pictures. The many photographers who have installed H. & K. Spotlights are well pleased with their equipment and they are getting more business because their customers like the distinctive effects obtainable with spotlights of this kind.

Order today from....

H I R S C H & K A Y E

Defender MonOkroM

In addition to the four colors in which Iris MonOkroM is supplied, we now offer Velour Black MonOkroM, for projection. Notice the assortment of colors available.

IRIS MONOKROM

Rose Blue Green Olive

VELOUR BLACK MONOKROM

Coral Turquoise Jade Pearl

The surface of both papers is rough luster. A partial list for both papers is here given.

Size	Doz.	Half Gross	Gross
4 x 6	\$.40	\$ 2.15	\$ 3.90
5 x 7	.60	3.00	5.50
6 x 8	.80	4.35	7.90
8 x 10	1.25	6.90	12.50
11 x 14	2.50	13.75	25.00
12 x 17	3.50	19.10	34.70

Trial Packages — 8 x 10 — containing three sheets each tint can be obtained for \$1.00 postpaid. Orders should specify whether Velour Black or Defender Iris is wanted.

Order from HIRSCH & KAYE, your logical source of supply.

America has furnished to the world the character of Washington, and if our American institutions has done nothing else, that alone would have entitled them to the respect of mankind.—*Daniel Webster.*

FIRST OF THE YEAR ORDERS

When the first of our return envelopes, bringing the "First order of the year" came in, we thought we would save the envelopes and publish a list of those who were so kind as to send their first order of the year to our house. As the first few days of January passed, however, the number of envelopes became so great that we found it utterly impossible to take space in THE FOCUS to publish these names.

The response which we received is certainly appreciated, and we hope each one who sent us one of the envelopes mentioned will consider this a special letter to them, with our sincere thanks and best of wishes.

A hen can hatch only so many eggs, and a man can hatch only so many ideas.

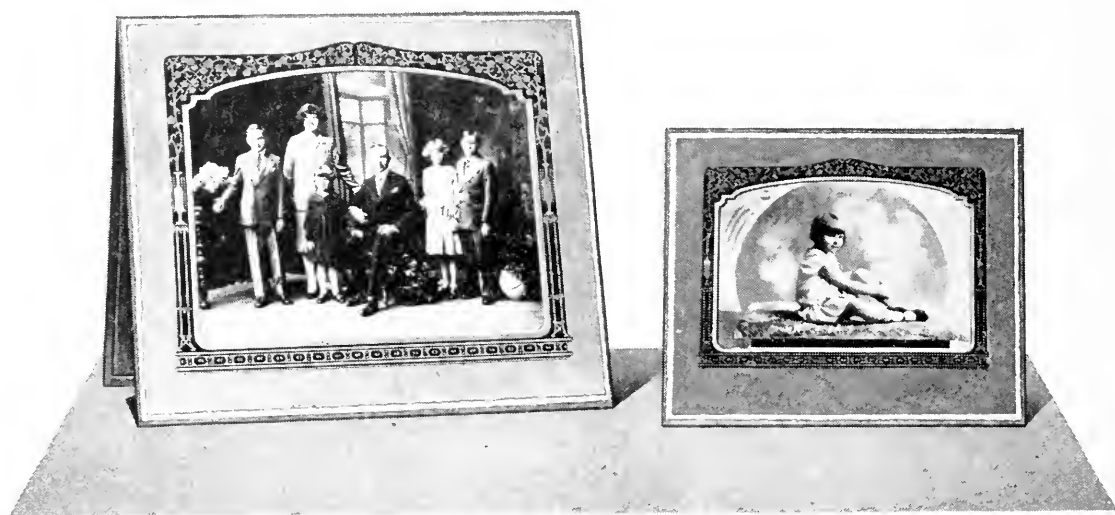
It's always comforting to know that others have troubles, too.

About six months ago they broke ground in our town for a wonderful new theatre. Saw the manager of the theater and convinced him that it would be very interesting to take movies of the construction to show at the opening. So every month I ground off a hundred feet or so, showing the progress. Shot it from moving automobiles to show how it would look to passing motorists, etc. As we progressed the officials became enthused over the idea so on the opening night— when the theater was jammed with the elite of the country they exhibited the construction photos and gave me a whole title space on the screen with my name blaring forth. That didn't hurt a bit, you know, and you can't buy that type of publicity. I made them pay a fair price for the work. I never cut prices for publicity. Believe in winning it and making them glad to do it for you. It works out with me, that every little favor or kindness that I do, seems to repay me a hundred fold. I always try to give the very best I can— work, service and friendliness—and it certainly makes one lots of friends who are only too glad to sing your praises.—*Leslie T. White, Ventura, Calif., in Pathway.*

Die when I may, I want it said of me by those who knew me best, that I always plucked a thistle and planted a flower where I thought a flower would grow.—*Abraham Lincoln.*

An Arched Top Inslip Easel

FOR HORIZONTAL WORK



The Shoreland

[EL DORADO STOCK]

Two colors—Greystone for conservative requirements, and Neutraltone for those who prefer vivid, modernistic colorings.

The stocks—the designs—are unusually attractive. The well proportioned arch adds a fine finishing touch.

Sizes	4 x 6	5 x 7	6½ x 8½	8 x 10
Prices	\$12.50	\$15.50	\$19.50	\$23.50 per 100

It adds an impressive touch of value to your horizontal prints. A profitable style to feature for wedding, family and other groups.

Samples of both colors supplied for 20 cents.
Mention sizes preferred. We will also include,
no charge, sample of the CHICAGO—the
companion line for upright portraits.

SAMPLE OFFER FW-95

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

Sprig id cubig.

I got an awbul cold in my ed.

-- --

Any body want a good, secod hand cold, good as new? see me first.

-- --

I'm in awful aggidy. Not sig enub to sday ome and doo sig to write for Focuz. If I sday ome the shibbing room'l go do the dogs. What'll I do?

-- --

Ig—Ig—ker—choo! scuse be, whers by angerjib.

-- --

I'm in such bisery I cand dink ob anything to write. I'm sorwy, cause I want do led you in on a big seegret about Focuz. You waid dill next month.

-- --

I don't know how I got my cold, unless by the B. V. D. route, the shord cud do dubodia. Wish I kept the red flannels I had when id was colder.

-- --

I can'd figure why eddybody id Calibordia shuld ab a cold. Id mus be unusual wedder.

-- --

Eberybody at the ovvice and in the shibbing room is awful sorwy whed dey see how I ab suffrig frob this cold.

-- --

Eberybody gibs me good adwide. Mr. Wolff sed Jerwy if you dake a mouth full ob cold water and sid on a red hot stove, youll forged all about your cold.

Mr. Pederson sed if I ad a brudder Tom—Id ab Tom and Jerwy.

-- --

Id may be cobedy for sub folks, bud its tragdy for be.

-- --

Har —Har — Har — choo. 'Scuse me, where's ad angerjib. Ho Ho—I losd id!

-- --

Ids a good ding to ged a cold onze in a while. Id make you abreciade how good id id is do have good health.

-- --

Also, id geds you a lod ob zympaty you don'd oderwise ged.

-- --

Wish I could bind at angerjib.

-- --

Whad do you do for a cold? If you know of subdig good, please dell me, and dop my aggidy.

-- --

Har—Har—Har—Chew!

-- --

My poor node.

-- --

I ab do keep my page in Focuz, and if I don'd find my angerjib, I'll use a vocousing cloff.

-- --

See you next month and hope you are the same.

JERRY.

:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda.....	Box 2206, The Focus	Pomona.....	Box 2224, The Focus
Los Angeles *.....	Box 2211, The Focus	San Jose.....	Box 2222, The Focus
Merced.....	Box 2124, The Focus	San Francisco.....	Box 2215, The Focus
Oakland.....	Box 2143, The Focus	San Francisco.....	Box 2227, The Focus
Oakland.....	Box 4142, The Focus	Santa Paula.....	Box 2164, The Focus
Palo Alto.....	Box 2153, The Focus	Stockton.....	Box 2197, The Focus
Palo Alto *.....	Box 2204, The Focus	Turlock.....	Box 2109, The Focus
		Ventura.....	Box 2144, The Focus

Oregon

Ashland.....	Box 2089, The Focus	Bend.....	Box 2209, The Focus
Ashland.....	Box 1965, The Focus	Freewater.....	Box 2097, The Focus
Baker.....	Box 2087, The Focus		

Washington

Concrete.....	Box 2123, The Focus	Snohomish.....	Box 2086, The Focus
Olympia.....	Box 2210, The Focus	Seattle.....	Box 2137, The Focus

Nevada

McGill.....	Box 2095, The Focus	Reno.....	Box 2125, The Focus
Reno.....	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods

INFORMATION WANTED

Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.
C. J. Briggs, formerly, San Francisco.
H. C. Wilson, formerly, Salt Lake City.

H. M. Collett, formerly, Eugene, Ore.

Gail Wellington, formerly, Reno, Nev.

C. R. Mandeville, formerly, Los Angeles.

P. J. Standar, formerly, Dunsmuir, Calif.

Mrs. S. Denton, formerly, Oakland.

As new as Today —and Tomorrow

IRIS

MONOKROM
(DEFENDER IRIS O)

AN exhilarating new idea for portrait and pictorial photography. The Artura Iris emulsion on four tints of imported paper stock—Rose, Olive, Green or Blue.

The vitalizing force of color successfully applied to photography.

IRIS MONOKROM prints are startlingly like those made by the carbon process but the effectiveness and harmonious blending of tints and tone—is secured by identically the same manipulation as for ordinary prints. Self-Demonstration package 12 sheets assorted tints, size 8 x 10, \$1.00 postpaid.



MONOKROM is supplied also in
VELOUR BLACK for prints by projection

TINT DESIGNATIONS:

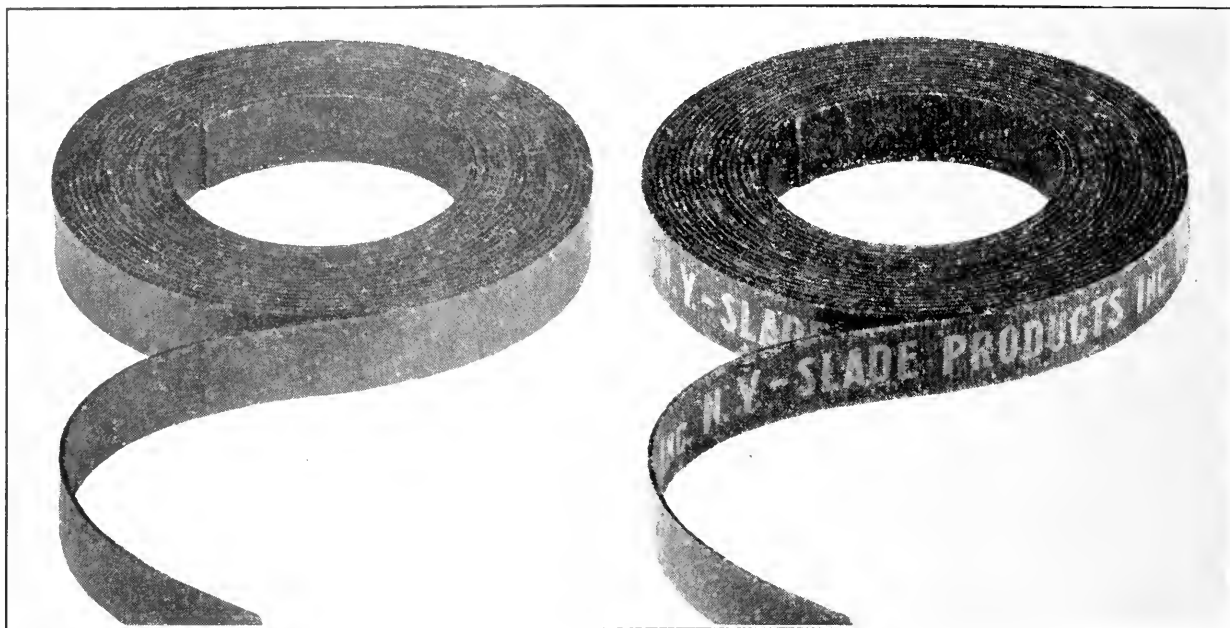
Coral Jade Turquoise Pearl

Manufactured by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER



Just a roll of brake lining—a prosaic subject, at best, but how inadequate is the illustration at the left with the product's distinguishing mark, whose lettering is of a deep red color, lost because ordinary film was used. The result on Eastman Panchromatic Film is entirely satisfactory—reproduces the subject exactly as it appears to the eye without need of retouching the print or preparing the subject.

You photograph any number of subjects that need this more satisfactory rendering, so easily secured by the use of Eastman Panchromatic Film. The booklet, "Color Films, Plates and Filters for Commercial Photography" is free on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

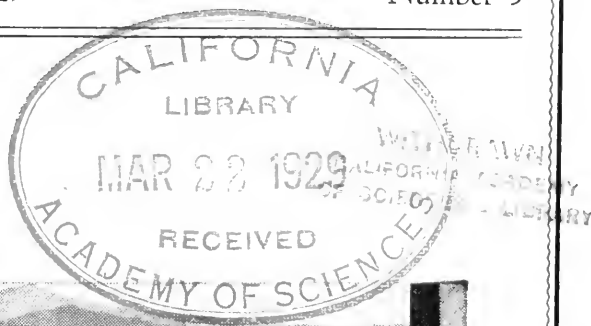
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume V

MARCH, 1929

Number 3



Aerial View of a Portion of San Francisco Waterfront

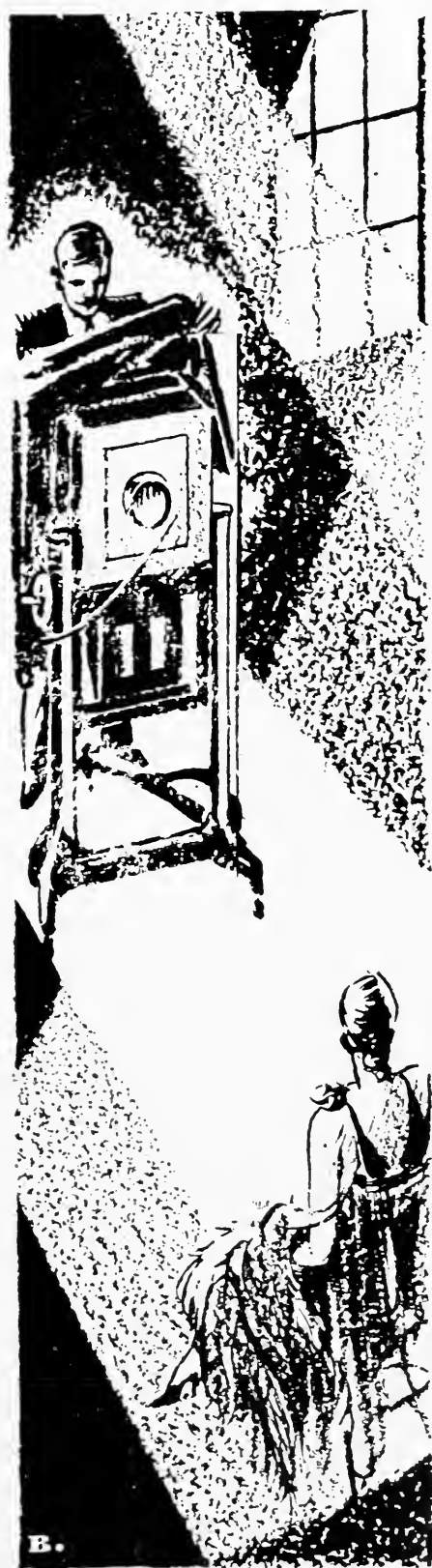
(Photo by Californians, Inc.)

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco



It is **on the FILM that** *you must rely*



PROOFS and profits. Both are primarily determined in the fraction of a second in which the lens is open.

In that moment of time you get—or fail to get—the registry you seek, and even a ten percent improvement may mean the difference between rejected and accepted proofs.

A good negative is the foundation of a successful portrait, and the best negative material obtainable is the logical starting point for the photographer's technical and artistic skill.

Agfa Portrait Film, among its many virtues, has the peculiar faculty of responding to tone gradations in the subject with a fidelity that permits the photographer freer play in his interpretation.

Right because the scale is right, Agfa assures the ultimate in certainty of results. Better negatives, better proofs, better prints, better portraits—above all, better likenesses—are inevitable with this finely balanced film.

Agfa portrait film
CLEAR AND MATT BACK



Agfa Ansco Corporation
Binghamton, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume V

MARCH, 1929

Number 3

: IN THE PROFESSION :

FRED R. SCHNEIDER



The story of Fred R. Schneider's life is somewhat different from what you have been reading. Fred is not from Iowa, or Missouri, but he's a real Native Son.

He was born in San Francisco just before the twentieth century. His father, F. G. Schneider, was with the Boye' Studio when Fred was born, so he really enjoyed a good start in the profession.

At the age of four, his father went to Stockton, to the Logan Studio, which he now owns. In school, an opportunity to be Napoleon in a school play cultivated a leaning toward dramatics, but later the appeal of the spotlights was stronger than the lure of the footlights.

As a boy, Fred showed he could and would hustle. He promoted sales of *The Saturday Evening Post* and similar publications, and no doubt would have sold THE FOCUS on street corners had this publication been available.

As a high school student, he enlisted in the U. S. Signal Corps for active duty, but was assigned to U. of C. for laboratory work and the Armistice found him at Kelly Field, Texas.

He married in May, 1922. His hobby is golf. Perhaps that is why he keeps the lawn around his home at 2209 Crafton Way, so immaculate. He is active in both the Masonic and Native Son orders, but is also active in the affairs

of the P. A. of A. and Northern California Photographers' Association. He likes to participate in their competitions.

-- --

HENRY FORD'S CREED

1. An absence of fear of the future and of veneration for the past. One who fears the future, who fears failure, limits his activities. Failure is only the opportunity more intelligently to begin again. There is no disgrace in honest failure; there is disgrace in fearing to fail. What is past is useful only as it suggests ways and means for progress in the future.

2. A disregard for competition. Whoever does a thing best ought to be the one to do it. It is criminal to try to get business away from another man—criminal because one is then trying to lower for personal gain the condition of one's fellowman—to rule by force instead of by intelligence.

3. The putting of service before profit. Without a profit business cannot extend. There is nothing inherently wrong about making a profit. Well-conducted business enterprises cannot fail to return a profit, but profit must and inevitably will come as a reward for good service. It cannot be the basis—it must be the result of service.

4. Manufacturing is not buying low and selling high. It is the process of buying materials fairly and, with the smallest addition of cost transforming those materials into a consumable product and giving it to the consumer. Gambling, speculating, and sharp dealing, tend only to clog this well-ordered progression.

Stop Waste. Save Time, Money, Solutions. For best results install a STERLING DEVELOPING TANK OUTFIT

AMATEUR FINISHING OUTFIT
For Roll Film and Circuit Work.



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

Made of the
**FINEST
PORCELAIN
ENAMEL**

THE BEST BY
TEST

ALL WATER-
JACKETED OUTFITS have washing
space with circulating
water around both
inner tanks for temperature regulation.

COMPLETE
COMPACT
ECONOMICAL

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

Avoid Spurious
Tanks. Name "Sterling"
on Every Tank.

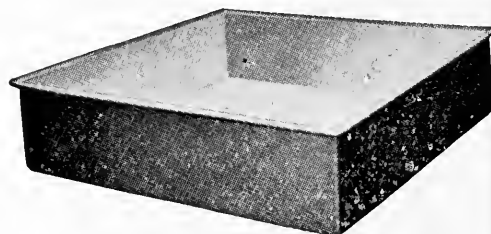
Two Sizes Commercial Outfits for Plates
and Cut Films.



Sizes No. 1 accommodates both 5x7 and
8x10 Portrait Hangers. Size No. 2 is
built for 5x7's only.

-:- -:-

White Enameled Fixing Baths



STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.

Special Sized Tanks Made to Order on Request

Elementary Photographic Chemistry

This is the most recent of a practical
and helpful line of books, published by
the Eastman Kodak Company.

Contents include an outline of elementary
chemistry, followed by chapters on materials,
development, fixation, washing, toning, reduction
and intensification. Formulae, preparation of
solutions, and chemical solubilities also receive
discussion in this helpful text.

Bound in stiff covers—price, 50c.

OTHER HELPFUL BOOKS

"Como Hacer Buenas Fotografias"
(Spanish Edition of "How to
Make Good Pictures")\$.75
"Fundamentals of Photography"..... 1.00
"How to Make Good Pictures"..... .50
"Kodakery"
Annual subscriptions (12 copies).... .60
2-years' subscriptions (24 copies).... 1.00
Single copies each05

"Kodakerias" (Spanish Edition of
Kodakery)

Annual Subscriptions, 4 issues40
Single copies, each10

Monographs on the Theory of Photography:

"Aerial Haze and Its Effect on
Photography from the Air"
(No. 4) 2.50

"Gelatin in Photography" (No.
3) 2.50

"Physics of the Developed Photographic
Image, The" (No. 5) 2.50

"Silver Bromide Grain of Photographic
Emulsions, The" (No.
1) 2.50

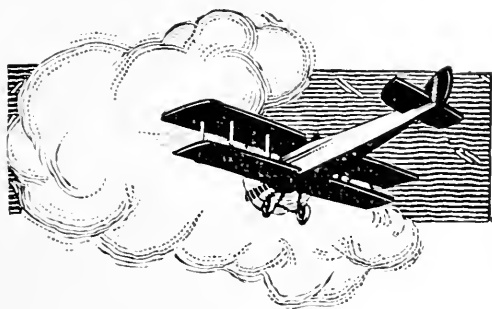
"Theory of Development, The"
(No. 2) 2.50

"The Photography of Colored Objects"
..... .50

"Photomicrography"15

"Wratten Light Filters"50

Hirsch & Kaye have these, and many other
books in stock.



PICTURES *from the* SKY

Aerial Photography, the newest, the most thrilling, and one of the most lucrative branches of the photographic art, is rapidly coming into its own. Age-old dreams of conquest of the air have been realized, and that conquest means, aside from aerial transportation, the making of fine aerial pictures whose value it would be difficult to exaggerate.

Aerial photography may rightly be regarded not as a mere side-line, but as a very definite and important branch of the art—a recognized profession in itself. It attracts the enterprising, forward-looking photographer who sees in it a new field for the exercise of his knowledge, and the aviator who recognizes it as the means of capitalizing his experience in a chosen field. It appeals to news bureaus and to many business men who are grasping it as an opportunity to cater to a new and important demand.

The making of pictures from the air is still being refined and developed, but the experimental phase has passed, and for that very reason the present is the time to enter the field. There should be no delay on the part of the man who wishes to undertake aerial photography at the psychological moment to grow up with it and reap the recognition and financial reward which the field affords.

There are two distinct types of air photographs. An oblique view shows the subject in perspective. A vertical view is taken from directly above the subject. Both types can be made to cover large areas, bringing out, nevertheless an amount of detail unobtainable by any other means. By assembling numbers of vertical views, valuable and easily understandable aerial maps are obtained.

That there is a market for these classes of pictures has been proved beyond a shadow of doubt. The appreciation of

the commercial value of such pictures is growing by leaps and bounds. Aside from the vast amount of aerial surveying and mapping being done by and for various governments, there is a definite call for air photographs of cities, to be used in planning, advertising and for tax purposes; air pictures of industrial plants and sites, railroad grade crossings, terminal facilities, power transmission lines, country estates, forest preserves, real estate developments, scenic views, sport events, and numberless occurrences that have great value both as contemporary news and as records for the future. To the engineering profession alone the value of aerial photographs is incalculable.

This diversity of demand makes photographs from the air a field that is worthy of the best efforts of the flying photographer and the picture making aviator. By its very nature it is a branch of the art that frees its practitioner from many of the limitations to which the photographer is subject on *terra firma*. It is indeed, photography on a grand scale—photography that has a specific value commensurate with the scale on which it is practised—and remuneration for the photographer that fully repays him for whatever expenditure he may be put to in order to undertake it.

Aerial photography is, furthermore, exceedingly worthwhile from the public standpoint. A photographer who carries it on as his specialty or as a definite division of his work could choose no better way to impress himself upon his public as a man of enterprise and initiative.

It stamps him as an up-and-coming photographer and places him before his clientele in as bold a way as any advertising could.

(Continued on page 7)

PERFECT PRINTS!

Silver, Gelatine, etc., contained in
HAMMER EMULSIONS
Are proportioned so that you can make
Perfect Prints

With artificial light or daylight they record the delicate tones so
necessary when printing time comes

USE SPECIAL BRANDS for SPECIAL WORK

Hammer's Booklet sent on request



Hammer Dry-Plate Company

Ohio Ave. & Miami St.
St. Louis

159 West 22nd St.
New York City



Keep a Copy
of
Your Order

Almost every mail brings a letter or two telling us we sent mountings, paper or film of the wrong size. On investigation and reference to the customer's order, we find that in most cases the order was filled according to specifications. The customer, not having a copy of his order, was unable to verify what he ordered, and could only think of what he actually needed.

We know that frequently your orders are hastily written, between sittings or dark room work, but that is all the more reason you should keep a copy of your order. Hirsch & Kaye will gladly supply order books that provide original and duplicate copies.

Do you need an order book or addressed envelopes?

Are You
IN THIS
Group?

A few days ago we found an interesting picture of a group of photographers who attended the Aristo School at San Francisco in March, 1907. If you are in this group, or are interested in any way, we will gladly send you a copy of the picture. Among those we recognized 22 years later, are:

C. A. Miller	Mr. Blanert
H. J. McCurry	Fayette Clute
E. K. Halverson	Mr. Oliver
Geo. Knox	(E. K. Co.)
John T. Hall	Mrs. G. Crockroft
Wm. Torka	Mr. Hoyt
Daniel Freeman	Mr. Edgeworth
C. A. Gwyn	Theodore Kytka
Burton Etter	R. P. Whigham
Grace Hubley	John Ross
C. A. Moore	Geo. Knight
Mrs. Maxwell	Mr. Sewell

Pictures from the Sky

(Continued from page 5)

A further idea of the importance already attained by this branch of photography can be gleaned from the fact that it has resulted in the production of both special aeroplanes for photographic work and special aerial photographic equipment.

The Folmer Graflex Corporation, formerly a division of the Eastman Kodak Company, has been identified with aerial photography since its very beginning. In collaboration with the United States government it developed and produced the photographic equipment used by the American army and navy for air pictures during the World War.

Hirsch & Kaye will gladly send you a descriptive catalogue and supply the equipment.

--:--

Surely Is Lot of Film!

In the final six months of 1928 over 200,000,000 feet of Eastman 35 mm. positive stock was distributed on the West Coast. Roughly that is 40,000 miles of film. The figures grow in size when it is explained that the greater portion of positive stock is exposed in the East and further that while Eastman is the largest manufacturer of positive stock there are other manufacturers whose product in the aggregate is very large. To express the sum represented by Eastman's 35 mm. positive product is said to require the use of ten figures.

--:--

The man who goes through life looking for something soft can find it right under his hat.

--:--

Half of talent consists in knowing oneself well enough to do only what one does best.—*Guy de Pourtales*.

--:--

A two-cent stamp will go to any place in the world. So will a man who sticks like a stamp.

Putz-Pomade

To experienced retouchers and negative workers, this preparation needs no introduction. It is a smooth working local reducer, applied to blocked highlights or wherever reduction is wanted.

Easily applied and easily controlled. Every photographer should have a tin in his studio. If used on only one negative, it's worth more than the price asked. A tin will last a long time. Can be sent by mail, or included with other goods.

Putz-Pomade, per tin 25 cents. Lest you forget—order today from

HIRSCH & KAYE

--:--

Attractive Bridge Prizes

Popular Brownie Cameras now supplied in five colors.

Many readers of THE FOCUS are so situated that they can sell cameras. To them, we suggest a supply of No. 2 (2¼ x 3¼) or 2 A (2½ x 4¼) Brownie Cameras. Supplied in five colors—Grey, Brown, Blue, Green, and Red, with cases to match, they will attract a lot of attention when displayed. Excellent gifts for birthdays, graduation, friendship, or bridge parties, they help to create more business.

No. 2 Vanity Brownie Camera with case (list) \$5.00

No. 2 A Vanity Brownie Camera with case (list) \$6.00

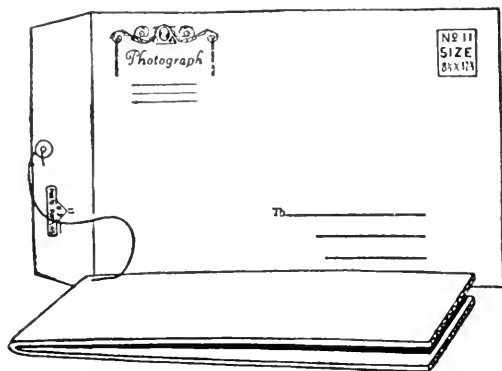
Write to HIRSCH & KAYE for re-sale prices.

--:--

Winona School

The commercial section of the school will be held for four weeks in 1929, starting July 7th and limited to sixty students. Tuition \$75.00.

The portrait school will start August 5th for four weeks. Tuition \$75.00. The portrait school is limited to one hundred and twenty students. One or two new instructors will be added to the faculty this year.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2.....	$5\frac{1}{2} \times 7\frac{5}{8}$
No. 3.....	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4.....	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5.....	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6.....	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7.....	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8.....	$10\frac{1}{2} \times 15$
No. 9.....	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10.....	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11.....	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12.....	$13 \times 17\frac{1}{2}$
No. 14.....	$16 \times 20\frac{1}{4}$

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! PRICES none can meet! Prompt Shipments!

Idea Expressed Photographically

Commercial photographers generally should get away from the idea of selling photographs merely as photographs. At present practically all commercial photography is done on a strictly competitive basis. The proper plan is that of selling an advertising idea photographically expressed. The man who can and will do this properly can charge whatever the job is worth to the buyer without bickering as to price, etc., etc. He should stress the idea that he is selling quality professional knowledge just as an engineer, a lawyer or a doctor sells his professional knowledge. To attain success in the photographic profession requires no less study and no less aptitude than that required to attain a similar degree of success in the legal or medical profession and the photographer who can speak authoritatively on his subject and who in addition is able

to present whole ideas on photographic campaigns is entitled to and will receive just compensation for his labors.—*Pathway.*

—:— —:—

Cooper-Hewitt Tubes for Panchromatics

So that users of Panchromatic emulsions may obtain the maximum results, the Cooper-Hewitt Tube manufacturers have perfected a combination set of one red and two blue tubes mounted on one holder.

Hirsch & Kaye will have one to demonstrate, as soon as these are available, so keep this in mind if you are interested in, or use Panchromatic emulsions.

—:— —:—

The first duty of every man, woman, and child is to so order their lives that they make the least possible demand at all times upon the energy of others.—*Sir Auckland Geddes.*

COOPER, HEWITT LAMPS

(Mercury Vapor)

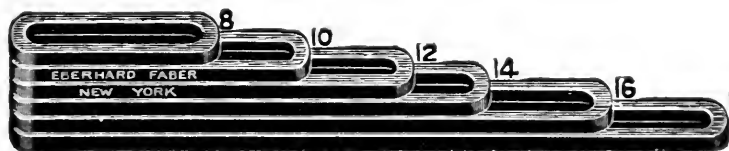
Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**



RUBBER BANDS

8	1 16 in.	7 8 in.
10	1 16 in.	1 1 4 in.
12	1 16 in.	1 3 4 in.
14	1 16 in.	2 in.
16	1 16 in.	2 1 2 in.
18	1 16 in.	3 in.

We can also supply wider and longer bands.

lb. cartons, per lb. \$1.50

1 4 lb. boxes, each60

Order today from **HIRSCH & KAYE**

Photographers may restrain ex-employees from divulging trade secrets & engaging in competitive business : : : :

The instances are numerous in which photographers have had legal difficulties where former employees have engaged in competing business, or accepted employment with competitive firms, or divulged trade secrets or solicited business from the list of customers acquired from the former employer.

In view of the numerous previously decided cases the law with respect to each of these subject is well established.

. . . . It is most important to know that a contract between an employer and employee wherein the latter agrees not to enter into a competing business, or engage himself with a competing firm, is valid and enforceable, provided the restrictions in the contract are reasonable.

For example in the recent leading case of *Bettinger vs. North Fort* (278 S. W. 467) a contract between employer and

employee was held valid in which a solicitor agreed not to engage in competitive business directly or indirectly for one year within the territory in which he had worked.

Several weeks after signing the contract, the solicitor engaged himself with a competitive company and began soliciting business in the same territory he had previously worked.

The court promptly granted an injunction restraining the employee from soliciting business in the territory for one year.

Other cases are explained in an interesting series of articles that started with the January 12th issue of *Abel's Weekly*. If you are an employer you should have this information.

Abel's Weekly will cost you only \$2.50 a year (52 issues). **Hirsch & Kaye** will accept your subscription.



*For
Distinctive
Diffusion
Use the
Verito f4*

When your client asks for diffused photographs he does not want "out of focus" effects, but an artistic quality of softness with true rendition of tonal values.

The Verito offers an unlimited variety of unique effects, it gives an atmospheric quality of diffusion with a beautiful blending of highlights and shadows. It is distinctively different and lends itself admirably to portrait, commercial enlarging and pictorial work.

VERITO EXTENSION LENS

An extra lens for the 18" focus Verito. It displaces the regular front lens and increases the focus to 22¼ inches—maintaining Verito quality. A splendid focus for making large heads.

*Give the Verito a trial
and convince yourself*

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

NOW

IT'S EASY TO KEEP BOOKS

By using the

BECK-NOR SYSTEM

Simplified Bookkeeping, Combining Automatic Income Tax Control

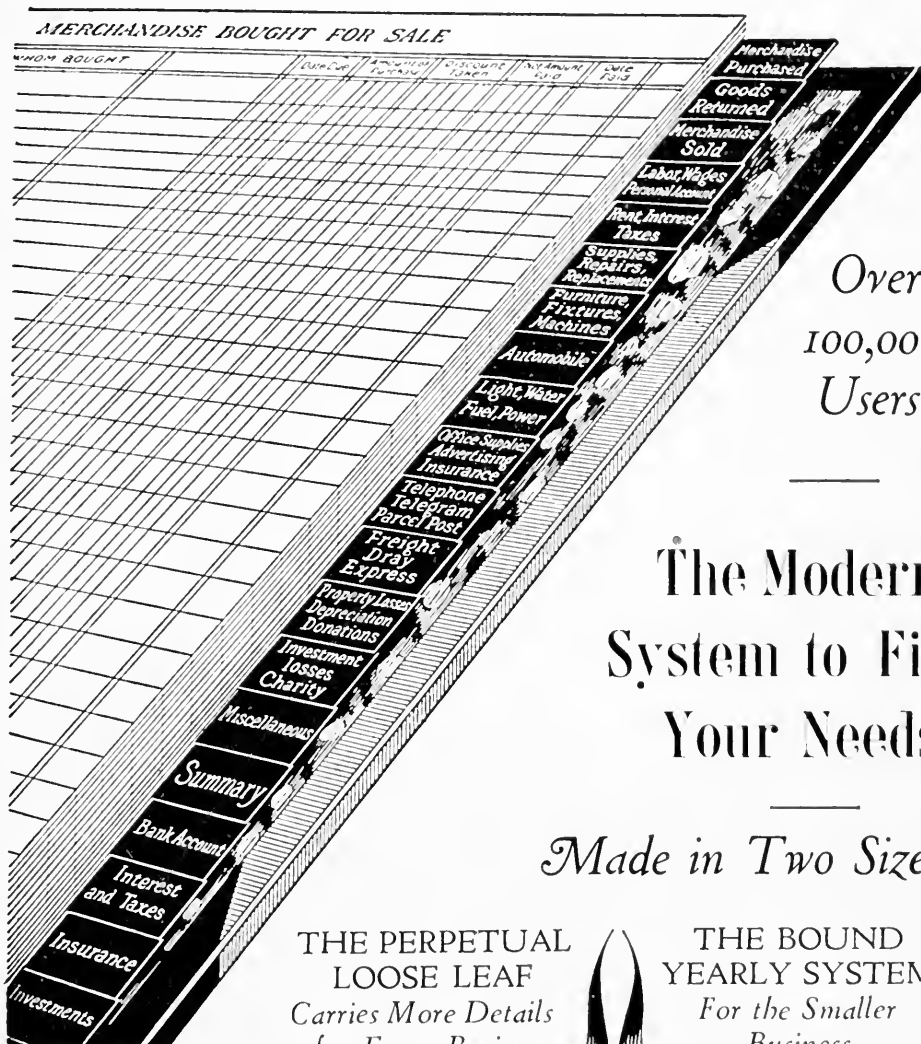
The
Marginal
Index

Is Your
Unerring
Guide
To

Better
Business
Records

You
Cannot
Go
Wrong

Simple
Complete



Over
100,000
Users

The Modern
System to Fit
Your Needs

Made in Two Sizes

THE PERPETUAL
LOOSE LEAF

Carries More Details
for Every Business

PRICE \$12.50

Potsage Extra



THE BOUND
YEARLY SYSTEM

For the Smaller
Business

PRICE \$3.75

Postage Extra

HIRSCH & KAYE

Distributors of Beck-Nor Systems

This little couplet sounds like good sense. Maybe you can get a hint from it,—

“Keep your face towards the sunshine and the shadows will fall behind you.”

—Whitman.

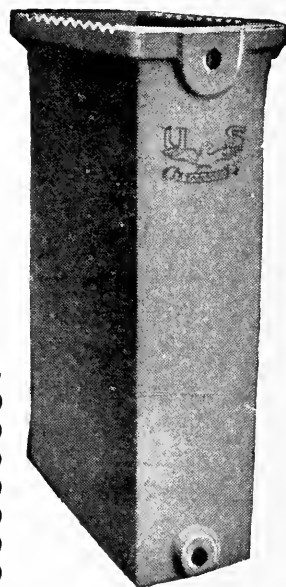
“WHY HE FAILED.

He ‘guessed’ at a proper selling price.
He ‘guessed’ at the value of his stock.
He ‘guessed’ at his delivery costs.
He ‘guessed’ about debts he owed.
He ‘guessed’ about outstanding accounts.
He ‘guessed’ what lines were profitable.
He ‘guessed’ he was making money.”

New Low Prices on

DEVELOPING TANKS

Made of ONE-PIECE, acid proof chemical stoneware, everlastingly incorrodible and leak-proof. Each tank is unqualifidly guaranteed to be acid, alkali and corrosion proof with and without the glaze and to give full and complete satisfaction in every respect.



10 Gal. (8 x 8 x 38")	\$19.75
14 Gal. (8 x 9 1/2 x 42")	23.00
18 Gal. (10 1/2 x 9 1/2 x 42")	26.00
20 Gal. (16 x 8 x 38")	27.50
24 Gal. (14 x 9 1/2 x 42")	30.00
Pako (11 1/4 x 11 1/2 x 42")	30.00
29 Gal. (17 x 9 1/2 x 42")	35.00
48 Gal. (20 1/4 x 11 1/4 x 48 1/2")	49.50

HIRSCH & KAYE can supply you with Tanks and finishing appliances. (Terms if wanted.)

TALKING MOVIES FOR THE HOME!

DeVry Presents the First Synchronized Sound-Movie Outfit for Amateur Use

Talking movies in your own home. Sound perfectly synchronized with the pictures. As simple to operate as an ordinary projector. And the price so surprisingly moderate as to permit of general use!

The outfit includes a DeVry Type G 16 mm. projector mounted upon the same base with a phonograph turn-table, the two connected by a shaft which makes them synchronous in operation. The sound is carried from the phonograph record by means of an electric "pick-up" device, directly to your radio or to an independent loud speaker.

The machine will operate by the electrically reproduced phonograph records, such as Victor, Columbia and Brunswick. It may be used individually as a motion picture projector, as a synchronized talking motion picture from our own laboratories.

Consider what this means! Clear, flickerless movies of exceptional brilliance, projected by the famous DeVry Type G unit. Voice and sound accompaniment equal to a fine radio. The films supplied are produced in the same synchronized way as in the professional studios. You project them just as sound movies are projected in the theaters.

Regular releases of the talking and singing movie films will be issued each month. These will include dramas, recitations and songs by well known actors, singers and orchestras. As they appear in action on the screen their voices and music will be heard as clearly as if they were in your room.

The DeVry Talking Movie Outfit comes to your radio, and including one film and synchronized record. The attachment for synchronizing the sound with the movie can also be furnished for any DeVry Type G 16 mm. projector, and can be operated with the DeVry projector only.

-- --

California will spend 60 million dollars for new highways in the next two years. If these new roads were placed end to end in one continuous road, it would reach from Iowa direct to Los Angeles.

BACK ORDERS

If there is any way on earth to overcome back orders we certainly would be glad indeed to adopt it. Back orders cause more worry to the office, the order and shipping department than anything else that can possibly happen during the year. Everybody hates them, nobody wants them and all try to avoid them. Neither manufacturers, dealers nor photographers themselves know what they are going to use during holiday seasons or at other times.

Consider for a moment sensitized stock, such as papers and film. Adding single weight, double weight, and the various surfaces and grades of contrast, we submit a few figures that will be of interest. Briefly submitted, and conservatively, we find.

	Grades
Azo	56
Velox	19
Vitava	70
Bromides	41
Miscellaneous	12
Total of Eastman Papers	198

Most papers are listed by the manufacturers in an average of 32 sizes. To be conservative, we will cut this in half, say 16 sizes, and we get at least 3,168 combinations from which you can select Eastman Papers.

The Defender line of papers gives us at least 60 grades, so here also, we offer about 800 additional combinations.

Then, the Ansco, Haloid, Wellington, Geveart, Charcoal Black, and other lines. But why go on? You get the point?

Fortunately, about 80 per cent of all paper used is confined to 20 per cent of the listed sizes. A perpetual inventory record, showing the movement of each article, helps us to know just what to stock, with reasonable expectation of sale, before expiration date. The same system enables us to carry intelligently special sizes or grades as agreed with customers.

The situation is the same with reference to plates, film, mountings and chemicals. We are, in a general way 3,000 miles from our various sources of supply. The population of the Pacific Coast States is about 6,000,000, no more than you'll find in New York City.

Therefore, the demand for assortment is as great, but the demand for quantity is very much less.

There is, however, a ray of hope in this interesting situation. Get a map of the United States, draw a line from Yuma, Arizona, to Reno, Nevada, Lakeview, Oregon, and west to the ocean. Every photographer east, west, north and south of the enclosed area wants to come to California and when they all get here, we will have enough demand for everything to carry everything in stock. Meanwhile, we will depend on our records and our 42 years' experience to keep in our stock those items you are most likely to want.

Cash from Your Camera

How to make and sell photographic prints, with a market list; also how to make and sell motion picture newsreels and special films. This book is the new revised 1929 edition by H. Rossiter Snyder and Karl A. Barleben, Jr., A. R. P. S. Price \$1.50 post paid.

A customer to whom we recently sent

a copy of this book, just writes us:

"CASH FROM YOUR CAMERA tells everything I want to know. I like it fine. I finished reading the book in something like a day and a half—it was so interesting. I certainly believe that the book will become a source of large profits to me."

Order your copy today from HIRSCH & KAYE.

For Perfect Pictures

(Call it  Gay-vert)

Super Chromosa Plates

H & D 700

Orthochromatic

*The new Gevaert Emulsion of superior
quality for speed work*

Portrait Bromide

*An Enlarging Paper of the same high standard
as the popular Novabrom*

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

Address Dept. No. 8

The Gevaert Company of America, Inc.

423-439 W. 55th St.

New York City

Chicago, Ill.

Toronto, Ont.

413-421 N. State Street

347-49 Adelaide Street W.

*Manufacturers of Photographic Products for
more than a third of a century*

All Gevaert Products for Sale by Hirsch & Kaye, San Francisco

Fresh Stock

Prompt Shipments

Service

Dependable Merchandise

Low Prices



Things you should know---

Eastman Aero Films & Filters



The chief factor in photography from the air is the elimination of haze; that is, the light scattered by water vapor, dust, or by the molecules of the air itself. It is haze which makes objects at a great distance difficult to photograph, and in aerial work, where the photography is often through miles of air, it is essential to reduce the effect of the haze to a minimum. This is accomplished by the use of filters. The stronger the filter, the greater the elimination of the haze as far as the picture is concerned; the greatest effect being produced by red, though more usually strong yellow filters are employed.

For use with such filters the Eastman Kodak Company makes the following three varieties of special aerial film:

Eastman Aero Orthochromatic Film.

Eastman Aero Panchromatic Film.

Eastman Aero Panchromatic Film Hypersensitized.

The Aero Orthochromatic film is suitable for use with the lightest yellow filters only, that is, with the Aero No. 1, or in the *very brightest light* with Aero No. 2. It should be used only for work near the ground, where the haze is at a minimum, such as the photography of obliques at 1,500-2,000 feet.

The regular Wratten and Wainwright K1, K2, and K3 filters are sometimes used instead of Aero No. 1 and Aero No. 2, but the latter are recommended as more desirable.

For photography at 3,000 feet and higher, deeper filters are required except on the clearest days, and with such filters it is necessary to use panchromatic film in order to get enough sensitiveness for

the light transmitted by the filter. It is generally used with the strong Minus Blue filter, but in poor light good results can be obtained on panchromatic film with the Aero No. 2 filter or even, under extreme conditions, the Aero No. 1; the haze-cutting power of panchromatic film with Aero No. 1 being greater than that of the orthochromatic film with Aero No. 2.

Where the greatest possible haze elimination is required a film even more sensitive than the regular panchromatic film must be employed. This can be obtained by hypersensitizing the Aero Panchromatic film in ammonia, a process which practically doubles the film's sensitiveness to green and increases its sensitiveness to red about four times. The filter most generally used with this film is the Minus Blue. A still deeper filter, the red No. 25, is also supplied, but should be used only under conditions of extreme atmospheric haze.

Aerial panchromatic film in roll form to fit the K type cameras can be obtained from us ready hypersensitized. In this connection it must be borne in mind that any light-sensitive material begins to deteriorate as soon as the sensitizing process is completed, the rapidity of deterioration depending both upon the degree of sensitivity and upon the method of storage. Hypersensitized panchromatic film by its nature deteriorates quickly, but the process can be partly checked by storing the film in a dry, cool, place. By keeping it in a refrigerator with ice, it may be kept for several months; but we recommend its being used as soon as possible after it is received.

The increase of exposure required by
(Continued on page 19)

Our Salesmen Tell Us



By H. F. Peterson

O. H. Boye, of San Francisco, has opened a studio in Oakland, on Harrison Boulevard at 15th Street, with Verona Thullen in charge.

Harry Courtright was in Hayward during February with his One Man Show of stamp pictures. Should an issue of FOCUS be printed without a notation of Court's whereabouts is simply means that he is looking for some place to light.

-- --

By Wm. Wolff

Portland, Oregon, has lost one of its pioneer photographers through the death of George Davies. Mr. Davies lived to be 78 years of age, and until recently, was active in the management of the business. His stepson, Clarence Dufries, will continue the business in which he was raised.

Ivan Hitt, identification expert for San Joaquin County, continues to expand his department. He recently came to San Francisco for additional equipment.

Kenneth P. Emory is leading an expedition of exploration through the Tuamotu Archipelago, (north of Tahiti). This work is being done for the Bishop Museum of Honolulu. Photographic material for the expedition was supplied by Hirsch & Kaye.

Score another hit for Eureka, California. O. C. Swanland received a full page mention in *Abel's Weekly*, issue of Feb. 9, because of his showcase display. By the way, when did you last change your display?

Mrs. Helen Peterson, wife of a San Mateo photographer was seriously injured in an automobile collision in San Francisco. Peterson escaped with cuts and bruises. They were on their way home from the Quatr's Arts Ball.

A woman in Long Beach has offered a reward of \$100 for the lost purse and photo of her deceased husband. She rightly values the picture at more than the contents of the purse. The purse was lost in or near Santa Barbara.

-- --

By R. E. Derby

Richard C. Saunders of San Francisco (Sandy) is the proud father of Dixie Ann, born Feb. 7. The little lady is the third reason why "Sandy" makes Photostat prints.

Paul De Gaston, until recently located in San Francisco, was married to Gertrude Harding in Honolulu on Jan. 20.

The board of directors of Photomaton, Inc., voted unanimously to recommend to stockholders a plan of consolidation with Automatic Camera Corporation, and the merging of the inter-

Our Salesmen Tell Us ---

ests of both companies in a new corporation to be known as "Photomaton, Inc."

Involved in the proposal is a plan for the establishment of a chain of 400 photographic studios, dealing in automatic photography, throughout the United States. Prophesying virtually the dawn of a new industry, that of automatic photography, with the introduction of the chain store idea in photographic studios, a letter to stockholders, signed by General Robert C. Davis, president of Photomaton, Inc., stated that the studios will also carry a line of photographic supplies and cameras in addition to the Photomaton machine for making strip pictures.

Walter F. Seeley, now in his newly acquired Portraya Studio, San Francisco, is in full operation. He shows some mighty fine work.

The Hartsook Studios in California were purchased on January 30 by R. L. Oliver, an Oakland capitalist. Mr. Hartsook resumes active management, and has re-instated many of his former employees.

Sam Ross is in charge of the San Francisco Studio at 149 Powell Street. Miss Daisy Hortop, former owner of St. Francis Studio, is in the salesroom.

By H. L. Bush

Mr. and Mrs. Peter Holmboe of Roseville, Calif., were in San Francisco for several days during February.

Plan to attend the P. I. A. Convention in San Francisco, August 28-29-30. Civic Auditorium, San Francisco.

In a letter from Chicago we are asked to broadcast a warning about the activities of a certain man who, we are told, has defrauded photographers. He has

Heavy Artillery

The stenographer once remarked that no man ever courted a woman long without asking for her photograph—and no woman ever won her man without giving it to him. Wherein the photograph seems to be Cupid's heavy artillery.

A few thousand years ago according to the movies, Aesop remarked, "Isn't it strange how a man chases a woman until she catches him?" He may not be entirely won over by her personal charms but with a beautiful portrait taken by a photographer with the subtle ability of making her look her "best" (which she can probably do only for a second)—she wins.

If this be treason, make the most of it. A studio should invite the business of every winsome young thing who has eyes towards a man. Make the photograph good even if you have to let her pay on the installment plan. Then when she brings the babies in—well, so's your old man!

Going to let you in on a secret. Overheard Geo. Derbfus say that Mr. Kaufman of Fabry & Kaufman, Chicago, will be with us at the P. I. P. A. Convention in San Francisco the last week of August. Fabry & Kaufman are well known as commercial photographers who make pictures that talk. Nevertheless, Mr. Kaufman will also talk, and his talk will be a talk that will be the talk of the town. Can't afford to miss the Convention now.

since played his game in San Francisco, where several authorized persons would like to meet him. Banquets and groups are his specialty and before you enter into an agreement with a stranger, write to the Service Desk.

H & K Baby Arc Spotlight

This powerful light is sufficiently strong for the most accentuated effects; moreover, it can be screened down when softer effects are wanted. The lamp is equipped with diffusing screen of fine copper wire. A stand attachment, for lowering the lamp house to any desired height, is supplied complete with ball bearing casters and ten feet of cable. The H & K Baby Arc Spotlight makes an unusually fine appearance.

*It's for the best photographer
who wants the best*

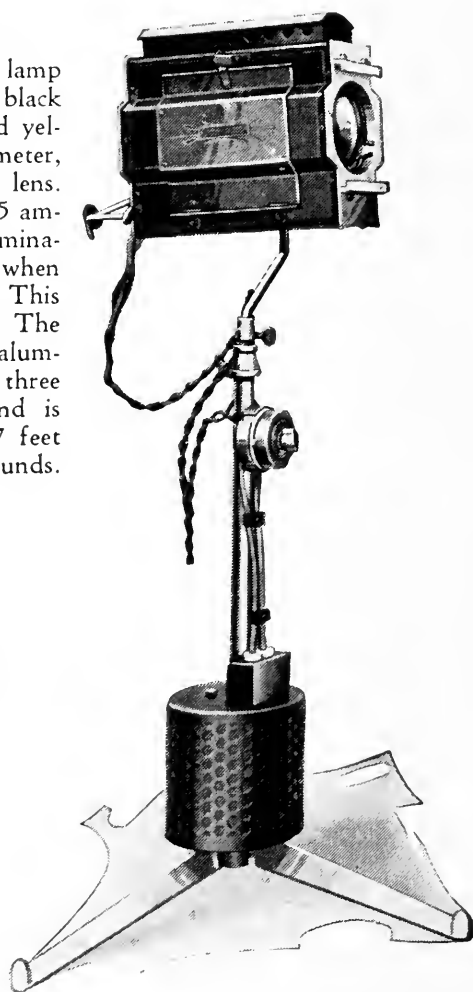
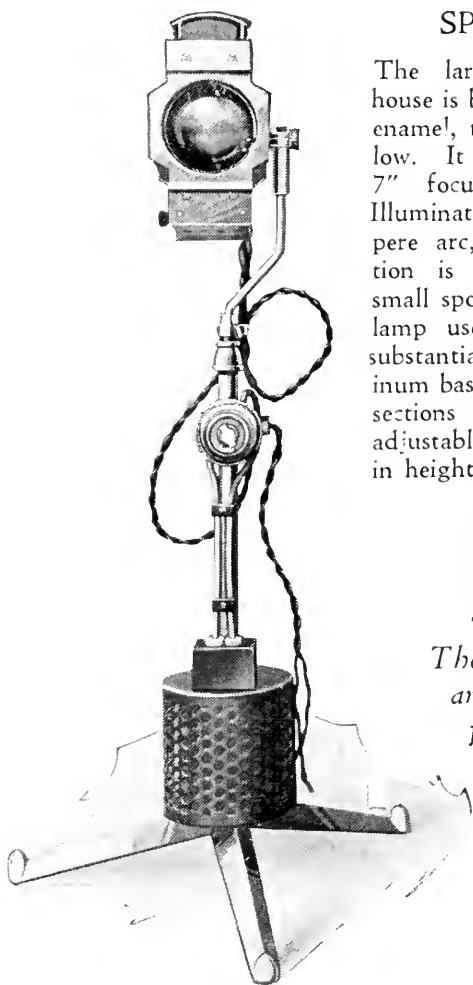
SPECIFICATIONS

The large well ventilated lamp house is beautifully finished in black enamel, trimmed with red and yellow. It contains a 4½" diameter, 7" focus special spotlight lens. Illumination is obtained by a 15 ampere arc, which type of illumination is especially desirable when small spot effects are wanted. This lamp uses ¾ x 4" carbons. The substantial stand is made with aluminum base, and steel tubing in three sections for telescoping. Stand is adjustable from 3½ feet to 7 feet in height. Total weight 22 pounds.

Price Complete

\$85.00

Terms if Desired
*The cost is reasonable
and you get more
for your money*



We have sold a very large number of the H & K Baby Arc Spotlights, and we recommend this model as one of the most satisfactory auxiliary lights to install for all classes of work.

HIRSCH & KAYE

PHOTOGRAPHIC APPARATUS AND MATERIALS

239 GRANT AVENUE -:- SAN FRANCISCO

Things You Should Know

(Continued from page 15)

Eastman Aero filters is given in the following table:

	Aero 1	Aero 2	Minus Blue	No. 25
Orthoch. Film	3 1/2 X	10X	12X	
Pan. Film	2 X	5X	7X	20X
Hypersensitized Pan. Film	1 1/2 X	3X	4X	10X

The development of Aero film is best accomplished by using the Eastman Aero Film Developing Outfit. By means of this apparatus the film can be processed in its full length with convenience and safety. It is possible, of course, to cut the film into short lengths and to develop these by hand in a tank or tray, but this increases the possibility of damaging negatives through finger marking, scratching, etc. Hypersensitized pan. film *must be handled in total darkness.*

The following formula, tested by long experience, is recommended for use with the Eastman Aero Film Developing Outfit:

	oz.	grams.
Sodium Sulphite	24	7.8
Sodium Carbonate	27	8.6
Potassium Bromide	1 3/4	0.55
Pyrogallic Acid	8	2.6
Potassium Metabisulph.	2 3/4	.9
	gal.	liter
Water to fill tank	23	100

This developer oxidizes rapidly, so that it is desirable to add the pyro only just before use. Dissolve the sulphite, carbonate, and bromide and add to the tank. Dissolve the metabisulphite separately in about 1/2 gallon of water and then add the pyro. When ready to develop, add this pyro solution to the tank and make up to volume with water.

Develop 30 minutes at 65° F.

If the film is cut and developed without the developing outfit the same formula may be used, reducing the proportion of the ingredients accordingly.



Just a Wishin' . .

Spring, at last, in all its splendor,
Leaves shootin' out, young and tender.
The bob-o-link calls in vonder timber
And the thrush a flittin', jest a little
nimble
While I've been settin' here a wishin'
I was jest a kid, a fishin'.

I take my pole down from the rafter,
Feelin' brings forth a little laughter.
Dig some worms where the ground is
damper.
They're bigger there, and how they
scamper.
Soon I'll do no more wishin',
I'll be on my way a fishin'.

Down the lane and through the medder,
Soon filled with clover, keen deep and
redder,
To the ol' wooden bridge over rushing
water,
Where the big ones bite—at least they
oughter
When I start my line a swishin'
An' git right down to good, hard fishin'.

Back toward home when the day is over
And the twilight falls on the growing
clover.
Just content with a day of leisure
Filled to the top with fun and pleasure.
But tomorrow I'll again be wishin'
I was jest a kid a fishin'.

-:- -:-

HAVE YOU A LITTLE DEVIL IN YOUR STUDIO?

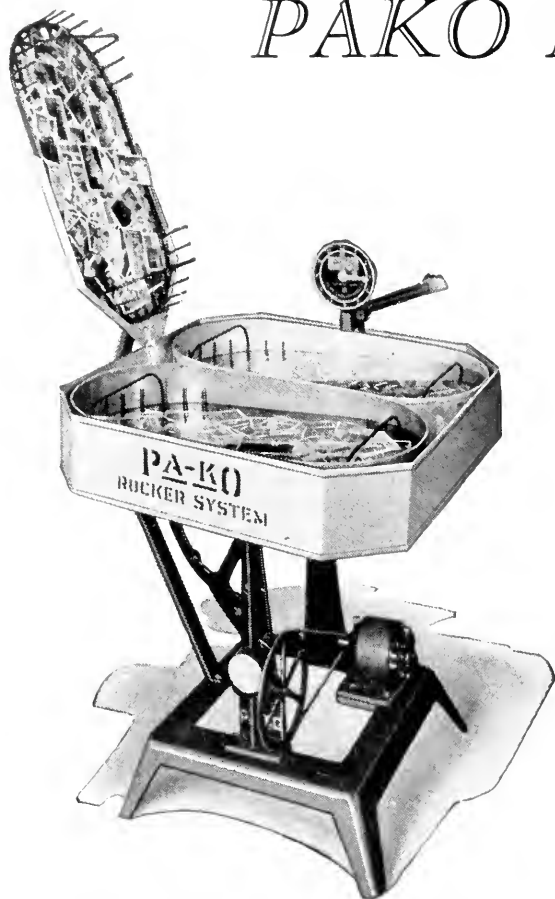
(A Red Devil, of course)

There are times in every studio when a piece of glass must be cut. Perhaps a negative, a frame to be completed, or a Doretype or opal miniature requires cutting.

Red Devil Glass Cutters will cut clean and sharp. Price only 25 cents.

Order from Hirsch & Kaye.

PAKO Rocker System



The Pako Rocker System is a complete print handling system, starting with the acid short stop (check) bath and carrying through to the final draining of prints before they are dried.

The Rocker System consists of the following:

- 1 Motor equipped Rocker with Adjustable Time Indicator.
- 2 Moulded Rubber Trays.
- 1 Wash Tray (Patent Outlet).
- 4 Print Carriers
- 1 Drain Stand.

One Rubber Tray is used for the Acid Short Stop Bath. The second is used in the Rocker for Hypo Bath. The Wash Tray has a patented outlet which drains off all the hypo-contaminated water every three minutes.

The 4 Print Carriers are used to carry the prints through the 4 steps of the system—Short Stop, Hypo, Wash and Drain.

The whole process is extremely simple. One of the Print Carriers is in the Acid Short Stop Bath. Prints are tossed into this Short Stop Bath as soon as developed.

When a hundred or more prints have accumulated the Print Carrier is lifted by its handles and is transferred to the Hypo Tray in the Rocker.

Another Print Carrier starts at the Short Stop Bath, while the first batch is Fixing in the motor driven Rocker. After sufficient time for fixation each loaded Print Carrier is moved forward another step—from the Hypo to the Wash Tray, from the Short Stop to the Hypo, and another empty Print Carrier starts at the Short Stop.

When thoroughly washed the prints, still in the Print Carrier, are drained in the Drain Stand and are then removed for drying and the Print Carrier returns to start its cycle from the Short Stop Bath.

You can see at once that the only attention needed by the Rocker System is the movement of the Print Carriers between Steps in the process. Since it is about 20 seconds work to transfer a Print Carrier from Wash to Drain, or from Hypo to Wash, not more than five minutes per hour can be actually devoted to operating the PAKO Rocker System.

PRICE, PAKO Rocker System Complete with Motor.....

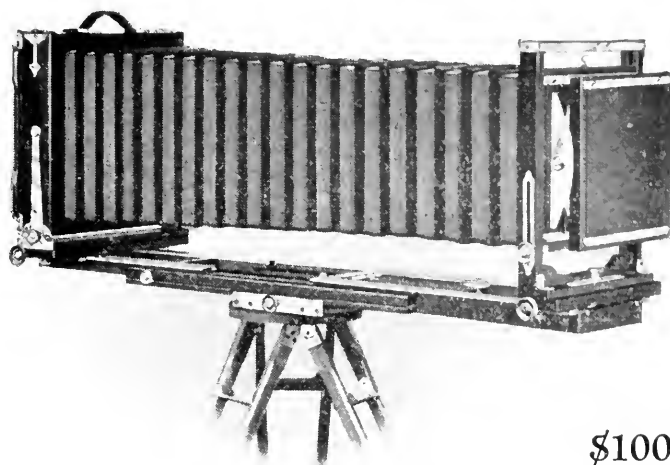
\$195

- | | |
|---------------------------|------------------|
| 1 Hypo Tray | 1 Time Indicator |
| 1 Short Stop Tray | 1 Drain Stand |
| 1 Wash Tray (Pat. outlet) | 4 Print Carriers |

A payment of \$50 and \$29 per month for 5 months will put this in your workroom. It will save the salary of an assistant.

Order Today From Hirsch & Kaye

The equipment you have been waiting for —



The New

Ansko

\$100

8 x 10 Commercial Camera

Long-focus Extra extension
Tilt - and - swing front

THIS modern commercial camera, designed for accurate and comfortable service, offers many new and desirable features at an attractive price, with sturdy construction that insures long life.

A long-life every-purpose camera

Bellows capacity 32½ inches—with tilt and swing front attachment 39½ inches. Shortest focal length 4¼ inches. Both front and rear focus.

Can be used with or without tilt-and-swing front, the same 7½-inch front-board being used in either case.

Built durably of cherry and finished in beautiful Adam brown, semi-gloss.

All metal parts of brass, polished and lacquered. Bellows of black leather lined with gossamer rubber cloth to assure durability and flexibility.

A complete commercial camera with every desirable movement for handling the widest variety of subjects.

Price complete with case and one double cut film holder or plate holder \$100. Investigate this model — mail the coupon today.



Tilt and Swing Front

Regular Ansko Universal View Cameras similar to above but without extra extension or tilt and swing front.

8 x 10 size	\$75.00
5 x 7 size	65.00
4 x 5 size	62.50
3½ x 4½ size	62.50
Universal	
Tripod Stand	25.00
Utility Tripod	17.50

AGFA ANSCO CORPORATION, BINGHAMTON, N. Y.

☐ Please send information about 8 x 10 Ansko Commercial Camera.

☐ Please send information on regular Ansko Universal View Camera in _____ size.

Name _____

Address _____ CC1

Ilex Paragon Anastigmat F:4.5

ENJOYS A PERFECT RECORD

Five years ago when this lens was first placed on the market it was referred to as the

Foremost Corrected F:4.5 Anastigmat.

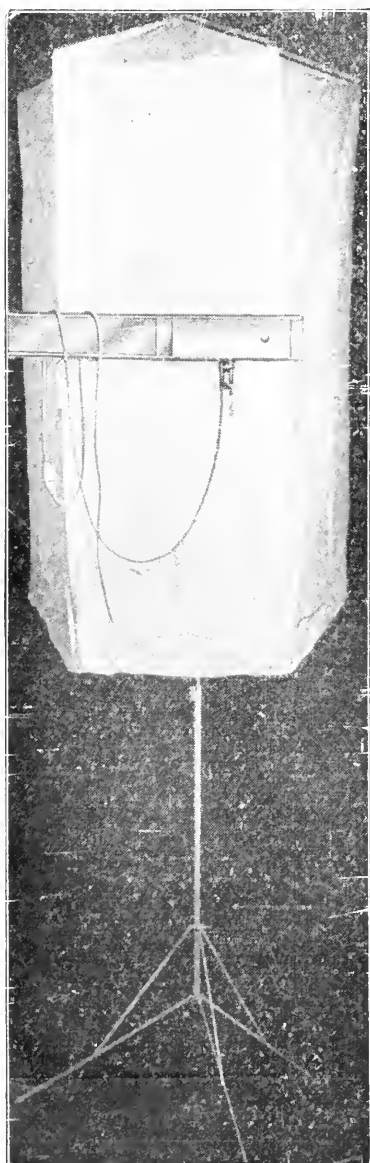
The years have proved the accuracy of this statement. Of the thousands now in use none has failed to give complete satisfaction to its owner.

Brilliance of image, needlepoint definition on a flat field covering sharply to the very edges at full aperture are

PARAGON CHARACTERISTICS

It costs nothing to convince yourself of these facts. Your dealer will be glad to send you an Ilex Paragon on 15-day trial.

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Rochester, New York



From the Melting Pot to your Bank Account

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gets all the silver from your
Hypo Solution

THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

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& Refining Co.**

SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

DISTRIBUTED BY

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Victor Portable Flash Bags

Prices

Bag and one flash-pan complete (for hanging), with either cap or electric igniter, <i>without standard or carrying case</i> , weight 8 lbs.	\$24.00
Telescopic Supporting Standard complete as described (weight 5¼ lbs.)	10.00
Carrying Case, of strong fibre, to hold one complete outfit (weight 4¼ lbs.)	6.00
Same for 2 complete outfits (weight 6½ lbs.)	8.00
Same for 3 complete outfits (weight 8 lbs.)	10.00
Extra Flash-pans, either cap or electric, each	7.00
Extra Fuses, per package of 50	.50
Paper Caps, per box of 50	.10
Complete Outfit, consisting of bag and one flash-pan, standard carrying case, and package of electric fuses or five boxes of paper caps	40.00

HIRSCH & KAYE

Will Your Negatives Do As Much?

Amateur movie film magnified 74,000 times!

At a recent demonstration, Ernest Page, our special motion picture representative, made what we think is a record projection.

With the use of a 250 Watt lamp, and a 3-inch Extra Light lens, Mr. Page projected a reel of 16 mm. film a distance of 101 feet, filling a 13-foot screen. The picture was so brilliant that the audience presumed 35 mm. film was projected.

The film area projected was approximately one-half inch in width, so that the enlargement was about 372 diameters.

Hirsch & Kaye can help you with your motion picture problems, and suggest equipment for any purpose.

Agfa Color Plates

Enable the Commercial Photographer to offer a *more* complete catalogue service to his customer by reducing art work costs and by producing more accurate color results.

AGFA Color Plates can be used directly for window display campaigns, and, through the photo-engraver, for circulars, catalogs, and other profitable purposes which readily suggest themselves to the wide-awake photographer.

Literature for the asking!

HIRSCH & KAYE

Distributors of
Agfa COLOR PLATES

Did You See Them?

THE long-heralded exhibition of portraits in the collection of Richard N. Speaight was opened for display in San Francisco on February 28. The luxurious, but dignified atmosphere of the Italian Ballroom of the St. Francis Hotel provided an ideal setting. Those who viewed the pictures were fortunate indeed, and found the display well worth visiting.

On the evening of February 28, Mr. Speaight gave the interesting lecture for which he is rapidly becoming famous. The discussion of the various photographers of Europe and the notable subjects of his camera proved to be a most interesting, and at times humorous, travelogue. It is to be regretted that the exhibition can stay in a community for only one and one-half days, because this is something that every photographer should see.

During the lecture there must have been at least 300 professional photographers in attendance, and we were impressed with the number of out of town visitors who had journeyed several hundred miles to see and to hear. They came, they saw, and they learned, and returned to their respective studios, richer in knowledge and inspired with the finest group of pictures ever assembled.

The Eastman Kodak Company deserves a great deal of credit for what it is doing in this direction to help raise the general standard of photography and for the thoroughness with which the display is put on.

-:- -:-

The motto is blazoned in glory
To waken the sleeping and hoary
And make them accept
The convincing precept
That Photographs tell them the story.

Plan to attend the P. I. P.
A. Convention at San Francisco,
August 28-29-30.

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Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

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Reasonable prices*

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"Castell" Pencils

Are used by skilled retouchers

*We can supply a pencil for every purpose, for
any negative*

Faber "Castell" Pencils, ea. 15c, doz, \$1

Faber Lead Holders, with lead, each 40c

Extra Faber "Castell" Leads 10c

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MOTAX INTENSIFIER

One simple solution. Strengthens the
negative to any degree of intensification,
without losing quality in half tones and
highlights. Will not granulate the film.
Keeps indefinitely.

Price per 4 oz. bottle\$0.50

The Art of Coloring Photographs

By AVENIR LE HEART

A Colorist of International Reputation

The only complete book of instructions
available on coloring photographs,
color harmony, and color composition.
It enables the novice as well as the ex-
perienced colorist to master all the
details of the work. All dealers.

Price 75c Postpaid

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Rightway Retouching Studio

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Effective Retouching and Artistic
Coloring

One day mail order service

Satisfaction guaranteed

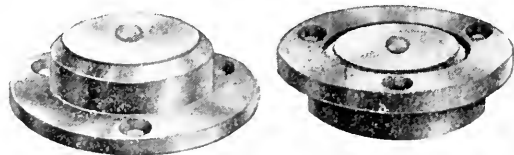
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Easily cleaned,
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appearance.
Add profession-
al dignity to
your studio and
comfort to your-
self. Colors, tan,
green and blue.
Sizes 34 to 44
\$2.75 each



Spirit Levels

Every camera requires one
Specify Model A, regular style or Model
B for counter sinking
Price 75 cents each

*“Fully Equal
to imported
Metol at its
Best.”*

and at

Domestic Prices



❖
One of the
“Physically and
Chemically
Perfected Photo
Chemicals”
❖

IN this way is Pictol described by one of the government bureaus and by many of the leading studios of the country. Pictol gives

1. Better Tones
2. Greater Detail
3. Longer Lived Solutions

Such a developer has long been sought by manufacturers in the United States and now we offer it to you at a price no higher than you would have to pay for ordinary Metol substitutes.

*A trial will convince you of its many advantages.
Send 25c for a one ounce sample.*

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A constructive force in the chemical industry since 1867

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Bargains for the Photographer

Bargain price is offered on 5 x 7 plates of a popular and well-known brand. If you use 5 x 7 plates, you'll save a lot of money by asking us to submit prices and descriptions.

B & L Border Tinting Projection Printers. We offer two that were used for demonstration. You'll never be able to tell them from new printers.

8 x 10 (original list \$325.00)—Bargain Price, \$260.00.

5 x 7 (original list \$225.00)—Bargain Price, \$180.00.

(Generous terms of payment if desired.)

Used Remodeled Victor Flash Cabinet. Has illuminating surface 40 x 70 inches. This is the first used Cabinet we have been able to offer in a long time—Bargain Price, \$49.50.

Duplex Jr. Arc Lamp. Will give you plenty of light from ordinary house wiring. \$49.50.

Used 5 x 7 B & L Border tinting projection printer, reconstructed to hold 9 150-Watt Mazda Lamps with mirror reflectors. Bargain price, \$125.00. Terms if desired.

8 x 9½ x 42 14-gallon stoneware tank. You'll never tell this from a new tank. Only \$15.00.

Remodeled Victor Flash Cabinet that can be used as a flash cabinet or electric cabinet. Has been rewired to provide 5,000 watts. In mighty fine condition and is a bargain at only \$67.50.

Perkins Twin Arc Lamp. \$52.50.

Pako Globe Print Washer with 110 volt AC motor. If desired, a DC motor can be supplied at no extra cost. Washer looks like new and is a bargain at \$55.00.

Beattie Odeta Floodlight 110 volt. You'll hardly know this from a new lamp. Ready for installation at bargain price of \$169.50. Terms if wanted.

Beattie Odeta Floodlight wired for 220 volts, also in excellent condition. Bargain price, \$165.00. Terms if desired.

5 x 7 Elwood Studio Enlarger in excellent condition. Will serve you as well as a new one and can be bought for only \$22.50.

For the finisher we have a used Kodak Commercial Printer for 5 x 7 negatives and smaller. Very good condition and somebody will be lucky to get this for only \$27.50.

Here is an excellent used homemade 5 x 7 Projection Printer. Consists of suitable vertical frame on which is installed a view camera, pair of 12-inch condensers, and powerful auxiliary light outfit. An Eastman Paper Holder as is supplied with projection printers is part of the outfit and is one of the best bargains in enlarging equipment we have ever offered you. Price only \$47.50. Remember you can use this camera for outdoor work when not used for enlarging.

: *Elwood Studio Enlarger* :

A real professional machine. Built for service. Will improve your enlargements. For 5 x 7 negatives or smaller. Covers the entire plate perfectly. Has silvered and highly polished reflector. More speed than you will need. Your camera may be clamped to lens board of enlarger or your lens may be mounted directly to lens board.

Price of Enlarger complete but without lens (100 watt bulb included),

\$30.00 Write for Circular.

Elwood Special 5 x 7 Enlarger

This machine is especially adapted for slow enlarging paper and has sufficient illumination to enlarge on contact printing paper. However, the use of contact printing paper is not recommended, as the exposure averages about one minute. It is twice as fast as condensers when a ground glass is used with the condensers.

Spring clips on negative carrier hold glass plates in place and a red screen is placed just back of lens on inside of bellows.

For the photographer or photo-finisher who wishes to use the slow grades of enlarging paper to get the best quality of prints and must occasionally make enlargements from amateur film, which are sometimes overexposed or fogged, this machine is to be preferred as the work can be accomplished quickly and with absolute safety to the negatives.

SPECIFICATIONS

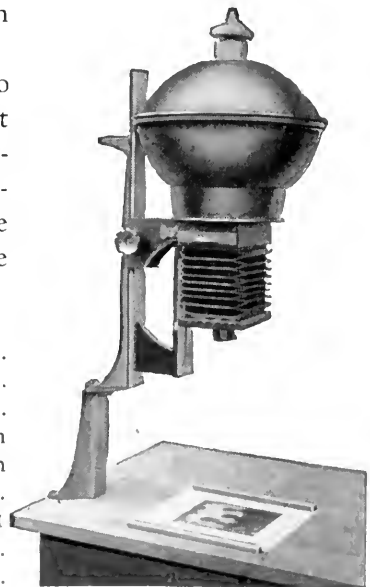
Height of vertical standard	43 in.
Greatest distance negative to paper	43 in.
Greatest height over all	62 in.
Upright frame	cast iron
Focusing	rack and pinion
Diameter in reflector	18 in.
Light recommended	all frosted, 200 or 250 watt
Lens recommended	5 to 7 in. E. F.
Bellows extension	15 in.
Enlarges	25 x 35 in.—5 Diam.
Reduces	1 3/4 x 2 1/4 in.—1 3 Diam.
Weight boxed for shipping	70 lbs.

PRICE: The price of enlarger only without lens but including one 200 watt light and 4 foot extension cord

\$58.00

Both models are in stock at HIRSCH & KAYE

Convenient terms put these enlargers within easy reach of all



Now also for 6 x 8 and 7 x 9 3/8



The CENTURY

(Rhodes Stock)

Innumerable studios wrote us last fall, "The CENTURY is a winner, but we want it in the 6 x 8 and 7 x 9 3/8 sizes as well" So we are adding these two sizes to this popular line. You can now get it in—

Sizes 3 x 4 3 1/2 x 5 4 x 6 5 x 7 5 x 8 6 x 8 7 x 9 3/8

If you are a user of the CENTURY, we know the above information will interest you. If you are not acquainted with this modern style, ask your Stock-house to show you samples, or write us. It is a good style to know.

Sample of both colors for fifteen cents. Mention sizes preferred.

SAMPLE OFFER FW-45

TAPRELL, LOOMIS & CO.
(Eastman Kodak Company) Chicago, Illinois
The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

Yes, my cold is all gone. Thanks for
your sympathy.

-:- -:-

I went to see a doctor and he told me
to be careful what I ate.

-:- -:-

I said I am careful, doc. I always
make up my order from the righthand
side of the bill of fare.

-:- -:-

'Twas the night before pay-day
And all through the jeans
I hunted in vain
For the price of some beans.
Not a quarter was there.
Not even a "jit",
The kale was off duty,
Milled edges had quit;
Forward, turn forward,
O' time in thy flight,
Make it tomorrow,
Just for to-night!

-:- -:-

Money is the root of all evil.

-:- -:-

Give me plenty of the root and I'll
take my chances on the evil.

-:- -:-

Everything is divided equally in this
world. The rich man has the twin-six
and the poor man has the six twins.

-:- -:-

Making money is a Jewish rite.
Saving money is a Scottish right.

-:- -:-

Dollars are made round so they will
stay in circulation.

Money talks—mine says good-bye.

-:- -:-

The biggest check I heard about was
the one they slipped Kaiser Bill on the
Bank of the Marne.

-:- -:-

Money is something we don't care any-
thing about, just so we have as much as
we want.

-:- -:-

Figures don't lie, but liars can figure.

-:- -:-

Riches have wings but they won't carry
you to heaven.

-:- -:-

There isn't much to life but this:
A baby's smile, a woman's kiss,
A book, a pipe, a fire, a friend,
And just a little cash to spend.

-:- -:-

Never marry a poor girl who has been
raised like a rich one.

-:- -:-

Bringing home the bacon
Was once a standard joke;
Take home a couple of pounds today
And see how near you're broke.

-:- -:-

Ability is a poor man's wealth.

-:- -:-

Don't use your heart for a cash
register.

-:- -:-

Your for Bigger Dollars.

JERRY.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Pomona	Box 2224, The Focus
Los Angeles *	Box 2211, The Focus	San Jose	Box 2222, The Focus
Merced	Box 2124, The Focus	San Francisco	Box 2215, The Focus
Oakland	Box 2143, The Focus	San Francisco	Box 2227, The Focus
Oakland	Box 4142, The Focus	Santa Paula	Box 2164, The Focus
Palo Alto	Box 2153, The Focus	Stockton	Box 2197, The Focus
Palo Alto *	Box 2204, The Focus	Turlock	Box 2109, The Focus
		Ventura	Box 2144, The Focus

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

EXPLANATION

* Finishing and Art Goods

INFORMATION WANTED

Information wanted at SERVICE DESK, about—

- P. Hanlon, formerly, Corning, Calif.
- C. J. Briggs, formerly, San Francisco.
- H. C. Wilson, formerly, Salt Lake City.

H. M. Collett, formerly, Eugene, Ore.

Gail Wellington, formerly, Reno, Nev.

C. R. Mandeville, formerly, Los Angeles.

P. J. Standar, formerly, Dunsmuir, Calif.

Mrs. S. Denton, formerly, Oakland.

YES! In Velour Black, Too!

DEFENDER

MONOKROM

For Prints by Projection

The new tinted stock in four colors for your large prints of portrait or pictorial subjects.

All the advantages of Velour Black quality,—its simplicity and steadiness, its brilliant reflection of negative scale,—are demonstrated in MONOKROM to open new possibilities for pictorial expression through the projected print.

Tint designations—Coral, Jade, Turquoise, Pearl.



Self-Demonstration Packages:

12 sheets—assorted tints

\$1.00—Postpaid

MONOKROM *Velour Black*
(for projection)

or

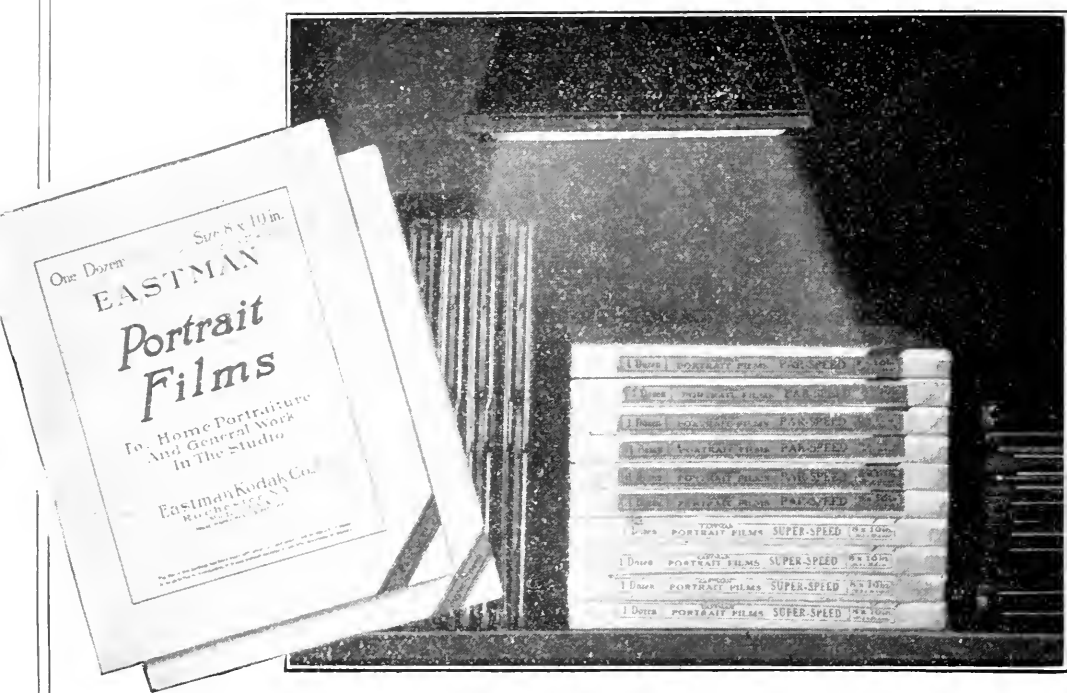
Defender Iris
(For contact)



Manufactured by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.



There is no longer the need of working in dark corners or subduing the light to bring it within a limited scale of tones. On the contrary, work close to the light, graduate the scale through as long a range as possible and Eastman Portrait Film will reproduce every tone. Its long scale of gradation and non-halation qualities make such results possible.

Use Eastman Portrait Film, *Par Speed* and *Super Speed*, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

HTE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. V

APRIL, 1929

APR 22 1929 No. 4
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PHOTOGRAPH(ER)S LIVE FOREVER!

The car of Harley Wm. Frederick, Sacramento photographer, driving from Yosemite to Sacramento with his wife and two children skidded with above result. No one hurt, nor was the Graflex damaged. The car was not so fortunate. See page 3.

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Behind the Price of a Portrait

ALL works of art must bear a price in proportion to the skill, time, and knowledge attending their invention, and this is particularly true in portrait photography.

The price of a portrait and the profit it will give the portrait photographer rests to a very great extent on the manner of its production. Where special methods must be adopted to produce the desired result, the skill and attention of the operator are dissipated in fussy mechanical manipulation, and the artistic interpretation in mind at the start is lost in the difficulties attending his work.

The professional photographer—whose time is priced at a high figure—cannot afford to use any but the most flexible materials, which give him real joy and satisfaction in the sure and easy way in which they handle, and the certainty of obtaining the desired result.

Such products are Agfa Portrait Film and Agfa Ansco papers—the negative and positive materials increasingly used by those who insist on the highest professional standard in their work.

Agfa Portrait Film Agfa Ansco Papers

AGFA ANSCO CORPORATION
BINGHAMTON, NEW YORK

*Right
because the
scale is right*



THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Vol. V

APRIL, 1929

No. 4

: IN THE PROFESSION :

HARLEY WM. FREDERICK



"Not so good" like introducing Amos 'n Andy—here they are.

The firm of Frederick & Burkett is well known in Sacramento. Harley Wm. Frederick is descended from old New York State Dutch stock, although his mother is a native daughter.

Educated in the Oakland public schools, he spent summers swimming in the Sacramento River, and during the winter, hunted game. An excellence in drawing, while in school led to a desire to be an artist. One Christmas day he received a camera for Christmas and when he found he could snap and finish his own pictures, he thought Harley was good. Later, a professional photographer who employed him, convinced him he was not so good.

In the struggle to make the world safe for the Democrats, Harley Wm. Frederick's name appeared in the Photo Section of the Signal Corps. He was gassed in action, but not till he had obtained a negative from which a print was made and hung in the Library at Washington, as one of the outstanding pictures of the war.

Discharged, he returned to Sacramento, opened a modest commercial plant of

his own where he met his future partner,—

CLARENCE WM.

FINDLEY BURKETT



"Variety is the spice"

A native of Wheeling, West Virginia. His father was captain on a river boat (Pittsburgh to New Orleans). He attended school and college in Cincinnati, Ohio. He says variety is the spice of life and that is why he's a photographer, as a photographer gets plenty of it. He proves this by the following kaleidoscopic career. He tried law, printing, railroad ticket office, and photographing store fronts, etc., all over the western states, with a position, ultimately, as an operator in an El Paso studio.

From there he went to Indianapolis, as manager for eight years, in a commercial studio, and then to Los Angeles. Sacramento attracted him, and there we find him now, married, contented and active in the Chamber of Commerce, the Elks, Ad Club, and like his partner, the P. A. of A.

Both partners agree that stability of prices is one of the needs of the profession. Refer again to the front cover and you'll agree that they are an interesting team.

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Nothing is easier than fault-finding; no talent, no self-denial, no brains, no character are required to set up in the grumbling business.

ROBERT WEST.

The Same Results...

❖
One of the
"Physically and
Chemically
Perfected Photo
Chemicals"
by
Mallinckrodt
❖



Today

Next Week

Next Year

A'ways
Free
Running

Mallinckrodt Photo Carbonate

Keeps indefinitely without changing in
strength because it is

MONOHYDRATED

The only stable kind of Sodium Carbonate
having a fixed strength for a given weight.

Your formulas require a definite amount of
alkali for proper contrast, tone values and
uniform speed of development. Only the use
of Monohydrated Sodium Carbonate can give
you this assurance.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

LET US AGAIN REMIND YOU---

Studio Light, in the November issue, gave prominence to the ART FOLIO selling plan which Taprell, Loomis & Company are now offering to the photographer.

There were many thousands of these ART FOLIOS sold during November and December. Still, in the rush of Christmas business, many photographers, of necessity, could not devote time and attention to this revolutionary idea.

So we again want to call this plan to not only the attention of studios that are not yet acquainted with it, but also to those that may have ordered samples, but have not as yet made the plan part of their studio selling scheme.

The story is: A new method of showing proofs and for increasing the amount of the individual sale. This is not an experimental idea, but is based on the practical working methods of a studio that has applied it for over three years. Instead of submitting old style fading out proofs, the studio makes five or six negatives, retouches all of them; then makes finished prints, inserts them in the ART FOLIO, and in this form the proofs are presented to the customer to select the pose or poses from which the original order is to be finished.

The ART FOLIO is not shown until the finished proofs are submitted. After the selection is made the studio offers this book, but only in addition to the regular order, *at the same price per picture as the regular order*. This is fully explained to the customer in a letter accompanying the Folio.

Few customers will pass up the opportunity to buy this handsome book containing these finished proofs. It is an ornament for the living-room table—a valuable keepsake. It can be purchased at a reasonable price, and, incidentally, it means for the studio that photographs are more in evidence in the homes of

their customers, because a Folio of this sort is not the type that is put away in a drawer and forgotten, but is displayed.

This method means customers quickly and satisfyingly select the poses they want for their original order and, in addition, it means the sale, in many cases, of the ART FOLIO, also extra prints ordered from negatives which would otherwise be discarded.

Remember—the prints are made—the retouching is a small item—it means a profitable extra sale.

The ART FOLIO is an artistic creation. It looks well and will wear well. It is covered with duo tinted, embossed book cloth, stamped in gold leaf on the cover, "Portrait Studies." The leaves are loose-leaf inslip style, and both the cover and the leaves can be used again to submit with prints on other orders in case the customer takes the original order only and should not be interested in the book. The cover and the leaves are supplied separately.

Even if the book is not sold, the value look of your work cannot help but be increased in your customer's estimation by submitting your proofs in this modern way.

Prices for the covers are:

Size	Each
6 x 7	\$0.65
6 x 8	.85
8 x 10	1.00

Prices for leaves are:

Size	Each
5 x 7	\$0.10½
6 x 8	.11½
8 x 10	.12½

Each cover is packed in a strong box suitable for mailing purposes.

This is just a brief outline of this well tried-out selling plan. This modern sales
(Continued on page 13)

For Perfect Pictures

Gevaert
(Call it  Gay-vert)

Super Chromosa Plates

H & D 700

Orthochromatic

*The new Gevaert Emulsion of superior
quality for speed work*

Portrait Bromide

*An Enlarging Paper of the same high standard
as the popular Novabrom*

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

Address Dept. No. 8

The Gevaert Company of America, Inc.

423-439 W. 55th St.

Chicago, Ill.

413-421 N. State Street

New York City

Toronto, Ont.

347-49 Adelaide Street W.

*Manufacturers of Photographic Products for
more than a third of a century*

All Gevaert Products for Sale by Hirsch & Kaye, San Francisco
Fresh Stock *Prompt Shipments*
Service *Dependable Merchandise* *Low Prices*



The Adaptability of Defender Veltex...

GLANCING about the reception room of almost any photographic studio of twenty—or even ten years ago—one is astonished at the many improvements to be noted. Gone, or nearly gone is the dingy, cluttered up, unattractive “gallery” of the past. Instead, an inviting, tasteful and orderly place which justifies the application of the word “Profession” to the calling it represents.

No longer, apparently, does the photographer think it necessary to show how long he has been making photographs by the display on his walls. Instead his exhibit is snappy, modern, up-to-date, and a reflection of the demand of the public. The photographer of today has his ear to the ground.

Many photographers, in the past, have believed that their own ideas of photography should govern public taste. These photographers most strongly resented any departure from the conventional. Particularly did they scoff at colored photographs. Look around today and observe how color has crept into studio work. In many places half or nearly half of the display on walls or in the window show color. No longer, however, is it the crude, dauby work of the past but delicate, harmonious, artistic.

A very considerable part of the sale of Defender Veltex reflects the modern use of color. There is no photographic paper so precisely adapted to the coloring process, oils, water, or any of the ways of adding color to the photographic image.

The Veltex surface takes color per-

fectly. It has the ideal texture and just the degree of surface luminosity to add brilliance to the effect and to facilitate the delicate application of the pigment—which is the secret of successful coloring in photography, particularly in portraiture.

It is astonishing how many photographers of the better kind are now doing their own work in color and getting a heap of pleasure and satisfaction out of it. The artistry that gives fine photographic work in monotone is certain to be shown in coloring. Add to good taste, natural or educated, a little manual skill, which is easily acquired, and you have successful photography in color.

Incidentally—it pays. We’ve seen certain photographers using up their spare time in this work, having a lot of fun, and earning good money meanwhile. There are many customers who are willing to pay exceptional prices for out of the ordinary work—there always are.

There are brands of colors on the market which are wonderfully adapted to the work. Photographers are rapidly educated to the simplicity and practicability of doing good coloring. A good many of them are enthusiastic boosters of Defender Veltex.

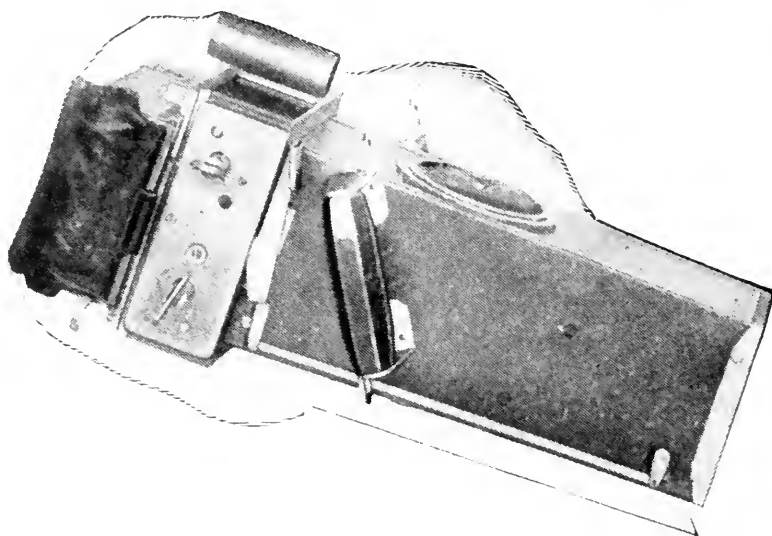
Veltex is made in single weight white stock in Defender, Iris for Contact, and in Velour Black for projection. The double weight variety can be had in either Buff or White, in both Iris and Velour Black.

Defender Papers and coloring material can be obtained from Hirsch & Kaye.

FOLMER AERO CAMERA

Model A-1

Size of negatives: 4 x 5 inches (10 x 12.5 cm.)



THIS camera is definitely designed for making good aerial snapshots in the easiest way. It is held in the hands steadily by means of two side grips, and for added steadiness a shoulder strap may be attached to the two lugs at the handles. The shutter release is so located that no change of grip is necessary when tripping the shutter.

Four simple motions make the picture: set the shutter; point the camera; trip the shutter; shift the plate or film.

Optical efficiency is combined with this convenience of operation. The 10" Kodak Anastigmat Lens has a fixed aperture of f.4.5, and is accurately set at proper focus before it leaves the factory.

SUMMARY

Size of Negative: 4 x 5 inches.	Capacity: one magazine holder of 12 exposures.
Size of Camera: Approximately 8x8x18 ins.	Lens: 10" Kodak Anastigmat f.4.5.
Wgt. (with loaded plate magazine): 13 3/4 lbs.	Shutter Speeds: 1-120 to 1-435 of a second
Construction: Aluminum throughout.	

PRICES

Model A-1 Folmer Aero Camera complete with finder, lens and one Plate or Film Magazine Holder	\$295.00
Extra Graflex Plate or Film Magazine Holder (each)	15.50

Terms if you desire them.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**



A Message From The P. A. of A.

The *National Business Review* of the Photographers Association of America, compiled from the responses to the January questionnaire of the Photographers Research Bureau, shows a general increase in photographic business for the month of December, and for the entire year 1928. The replies, received from all parts of the country, showed that 58 per cent gained in volume, and 67 per cent, in profit, during the closing month, and 75 per cent showed increased volume, and 65 per cent showed increased profit for the entire year of 1928 over 1927.

During the month 20 per cent showed volume losses and 18 per cent replied that their profits had decreased; while for the year, 16 per cent lost volume as compared with 1927, and 9 per cent showed less profit in 1928 than during the preceding year. The remainder replied that there had been no change between the two years.

In the causes ascribed for increases and decreases by those replying, general business conditions led the list of reasons for decreases, while National Advertising was given credit for the lion's share of the increase. Several others remarked the effect of the National Publicity on Christmas business particularly.

Local advertising, in some cases stipulated as being tied-up with the magazine program, followed next in the list of causes given for increases, while tight money and speculation which caused it, were particularizations of the general business situation which were also prominently mentioned among the causes for which decreases were blamed.

The exchange, or Long Distance Service, this survey shows, is not generally used by photographers in the smaller towns, and opinion is divided about its effectiveness on the part of the men in the larger cities. Of all the commercial

photographers replying, 78 per cent stated they did not make use of it, and 22 per cent declared that it was used.

Of all the replies received 84 per cent replied in the affirmative in answer to a question, "Have you formulated your 1929 advertising plans?" Of these, 71 per cent stated that they would use direct mail; 65 per cent planned some newspaper advertising, and 32 per cent were including poster advertising in their plans. Several made specific mentions of special tie-up advertising materials, such as movie trailers, movie slides, and some of the direct mail pieces furnished through national advertising headquarters. Several planned direct distribution of other advertising materials. More than one half of these photographers included more than one form of advertising in their plans.

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CASH FROM YOUR CAMERA

Tells how to make and sell photographic prints, with a market list; also, how to make and sell motion picture newsreels and special films. New, big, revised 1929 edition, \$1.50 post paid.

HIRSCH & KAYE

239 Grant Ave.

San Francisco

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COPIES OF U. S. INSURANCE APPLICATIONS PERMITTED

A photographer was given an application for U. S. life insurance with request that he make a photographic copy. He recalled that certain U. S. documents and papers, (passports, etc.) cannot be copied so he telephoned to our Service Desk for information.

We communicated with the U. S. Veterans' Bureau and were told that applications for (a) life insurance, and (b) adjusted service certificates, (bonus) can be copied, but the actual policies or certificates must not be copied by any method.

PERFECT PRINTS!

Silver, Gelatine, etc., contained in
HAMMER EMULSIONS
 Are proportioned so that you can make
Perfect Prints

With artificial light or daylight they record the delicate tones so
 necessary when printing time comes

USE SPECIAL BRANDS for SPECIAL WORK

Hammer's Booklet sent on request



Hammer Dry-Plate Company

Ohio Ave. & Miami St.
 St. Louis

159 West 22nd St.
 New York City



The New INGENTO Photo Mailer

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board; it is ideal for large prints, folders, enlargements and drawings.

MANUFACTURED BY

BURKE & JAMES, Inc., Chicago, Ill.

Carried in Stock by HIRSCH & KAYE

SIZES for any need PRICES none can meet!

Prompt Shipments

MADE IN THE FOLLOWING
 POPULAR SIZES

		SIZE
No. 2	$5\frac{1}{2} \times 7\frac{5}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

Packed in cartons containing 50

FASTER DELIVERY

of Out-of-Town Orders

Our customers in the territory between Sacramento and Los Angeles will be interested in a new transportation line that means faster delivery in most cases.

We refer to the "Yelloway" Stage Lines, that leave San Francisco at frequent intervals for all points in the territory mentioned. Packages are accepted for shipment, provided they do not contain acids or flash power, and do not weigh over 40 pounds. Dimensions are restricted to 3 feet in height, 3 feet in width or 10 feet in length. Shipments are not required to be boxed or crated, and C.O.D. collection on arrival can be arranged.

Rates are based on mileage and a normal valuation of \$50.00 per package. We are told the rates are lower than usual express rates, but remind you that the service is a terminal to terminal service, with no delivery to your door on arrival. You call for the package at the Yelloway Stage terminal.

The time saved varies, of course, with the different communities but will be as much as a half day. For your convenience, we have prepared an approximate schedule of arrival at various points.

If there is a Yelloway terminal in your city, call there and obtain a time table, and then, if you wish, specify Yelloway when you send us your order. But remember, we must have time to write the order, fill it and pack the goods and deliver it to the terminal.

BAKERSFIELD

<i>Leave S. F.</i>	<i>Arrive terminal</i>
7:00 p. m.	6: a. m.

BISHOP

<i>Leave S. F.</i>	<i>Arrive terminal</i>
3:00 p. m.	next day 7:15 p. m.

CROCKETT

<i>Leave S. F.</i>	<i>Arrive terminal</i>
1:00 p. m.	3:15 p. m.
3:00 p. m.	6:30 p. m.

COALINGA

<i>Leave S. F.</i>	<i>Arrive terminal</i>
7:00 p. m.	10:35 a. m.

FRESNO

<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:00 a. m.	7:10 p. m.
4:45 p. m.	12:30 a. m.

HOLLYWOOD

<i>Leave S. F.</i>	<i>Arrive terminal</i>
2:00 p. m.	6:05 a. m.

HANFORD

<i>Leave S. F.</i>	<i>Arrive terminal</i>
7:00 p. m.	9:00 a. m.

LOS ANGELES

<i>Leave S. F.</i>	<i>Arrive terminal</i>
2:00 p. m.	6:35 a. m.
7:00 p. m.	11:40 a. m.

LOS BANOS

<i>Leave S. F.</i>	<i>Arrive terminal</i>
7:00 a. m.	1:05 p. m.

LODI

<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:00 a. m.	3:50 p. m.
3:00 p. m.	9:05 p. m.

MARTINEZ

<i>Leave S. F.</i>	<i>Arrive terminal</i>
10:45 a. m.	1:15 p. m.
1:00 p. m.	4:05 p. m.
3:00 p. m.	7:00 p. m.

MODESTO

<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:00 a. m.	3:25 p. m.
5:00 p. m.	9:15 p. m.

NAPA

<i>Leave S. F.</i>	<i>Arrive terminal</i>
10:45 a. m.	1:30 p. m.
11:45 a. m.	2:55 p. m.
2:45 p. m.	5:45 p. m.

OAKDALE

<i>Leave S. F.</i>	<i>Arrive terminal</i>
2:00 p. m.	6:20 p. m.

PORTERVILLE

<i>Leave S. F.</i>	<i>Arrive terminal</i>
7:00 p. m.	10:40 a. m.

(Continued on page 13)

ENVELOPES OF ALL DESCRIPTION FOR PHOTOGRAPHERS

Open End Manila Envelopes

Inexpensive but durable, made with gummed flaps. Used for delivery of photos, for mailing (provided a cardboard stiffener is used) and frequently used for delivery of photo finishing.

	Per 100	Per 1000
5 x 7½	\$.30	\$ 2.70
5½ x 7½	.35	3.00
5½ x 8¼	.40	3.30
6 x 9	.45	3.70
6¼ x 9¼	.45	3.80
6½ x 10	.50	4.20
7 x 10¼	.50	4.50
7½ x 9¼	.55	4.70
7½ x 10½	.55	4.70
8½ x 10½	.90	7.90
10½ x 12½	1.75	15.50
11½ x 14½	2.05	18.50

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Negative Preservers

Your negatives are a big asset and are deserving of the best care you can give them. Why ruin them with scratches when negative preservers are so cheap?

We furnish two styles—glassine (transparent) and manila. Both are printed to conveniently record helpful information.

	100	1000	100	1000
3¼ x 4¼	\$.30	\$ 2.40	\$.55	\$ 5.25
3¼ x 5½	.35	2.90	.75	7.20
4 x 5	.35	2.80	.70	6.50
4¼ x 6½	.45	3.70	.75	7.00
5 x 7	.45	3.70	.75	7.00
5 x 8	.55	4.70	.85	8.00
6½ x 8½	.60	5.10	1.10	10.00
8 x 10	.80	7.00	1.40	12.00
10 x 12	1.40	12.40		
11 x 14	1.50	13.50		
14 x 17	2.80	25.20		

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Sample of any style envelope gladly sent on request.

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Agfa Envelopes

Made of durable Kraft paper and measuring 5½ x 7½. Suitably printed in black, with space for customer's name and address, charges for work done, they are also printed on front and back with advertisement of Agfa film. If you sell Agfa film, these envelopes will help your sales. Your name can be printed by your printer in space provided.

1 to 3 thousand	\$1.50 per thousand
3 to 5 thousand	1.00 per thousand
5 to 10 thousand	.90 per thousand

(More envelopes on page 13)

For the Finisher

SULTAN FINISHING ENVELOPES

No doubt, the most popular envelopes we have ever offered to the finisher. They measure 5 x 7½ and are made of heavy, tough Manila stock.

They contain no advertisements, but space is provided for the addition of your name, either printed or rubber stamped. All essential details or instructions are easily entered in the places provided for them. A detachable stub is given to your customer. The price is right.

Per thousand, \$4.75

Your name imprinted on envelopes and stubs, \$1.25 per thousand extra.

-- --

Eastman Finishing Envelopes

Printed on the familiar yellow colored stock that matches the yellow film carton. Space provided for proper entry of all details such as name, address and work done, and for your name if desired. An advertisement of Kodak Film appears on the front, and on the back is a dependable exposure scale and a solicitation for enlargements. Your name and address will be printed on these envelopes without further cost to you, but envelopes must be printed in Rochester.

-- --

Open End Kraft Envelopes

A very durable paper, brown in color. More pleasing in appearance than Manila stock, and permits of more artistic appearance when printed. Gummed flaps.

	Per 100	Per 1000
4½ x 6½	\$.35	\$2.90
5½ x 7½	.40	3.40
5½ x 8½	.45	3.70
7 x 9	.65	5.30
8½ x 10½	1.00	8.20

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Proof Envelopes

These envelopes are primarily intended for the delivery of proofs.

	Per 100	Per 1000
4⅛ x 6⅛ Kraft	\$0.40	\$3.70
4⅛ x 6¼ Mandarin	.40	3.70

For larger sizes, Kraft Open End envelopes are used.

Further Reminder . . . Yelloway Schedules

(Continued from page 5)

method should not be overlooked by any studio. If you now have samples, look them over again carefully.

The above are only our suggestions and based on the plan of the originator of the idea, who finds it very profitable. But you can easily devise any sales plan to fit your own requirements.

In case you are not acquainted with the proposition and you want further information, write Taprell, Loomis & Company, 1727 Indian Ave., Chicago, Illinois, for a circular which gives complete details.

We might say that Hirsch & Kaye have the ART FOLLIOS and the leaves in stock in the sizes mentioned above and are in position to give you prompt service, and we would suggest that you have the leaves embossed with your name so as to get full advertising value.

(Continued from page 11)

SACRAMENTO

<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:45 a. m.	4:55 p. m.
2:45 p. m.	7:45 p. m.

STOCKTON

<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:00 a. m.	3:10 p. m.
3:00 p. m.	7:10 p. m.

SONORA

<i>Leave S. F.</i>	<i>Arrive terminal</i>
2:00 p. m.	7:45 p. m.

VALLEJO

<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:45 a. m.	1:55 p. m.
2:45 p. m.	4:50 p. m.

VISALIA

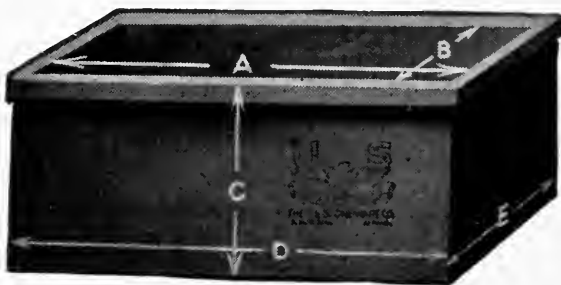
<i>Leave S. F.</i>	<i>Arrive terminal</i>
11:00 a. m.	9:05 p. m.
7:00 p. m.	8:45 a. m.

Specify Yelloway if you want this service.

One-Piece, Leak-Proof, Trouble-Proof and Everlasting Hypo Vats

Permanent, incorrodible and everlasting; will not chip or peal; built in ONE PIECE, without joints. Rounded corners make cleaning easy.

Made of guaranteed acid-proof chemical stoneware. Each vat is unqualifiedly guaranteed to be acid, alkali, and corrosion proof *with or without the glaze.*



Write for new Bulletin No. 104
on Vats, Tanks, Trays, etc.

SIZE	DIMENSIONS	PRICE
SIZE A	14" x 18" x 6" deep	\$16.00
SIZE B	20" x 24" x 6" deep	23.00
SIZE C	24" x 36" x 6" deep	36.00
SIZE D	24" x 30" x 8" deep	37.00

**U. S. Stoneware Vats and Tanks are carried in stock by
HIRSCH & KAYE**

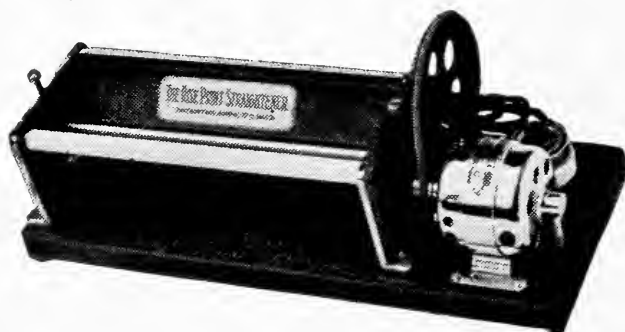
R I S E

PRINT STRAIGHTENER

One of the most useful time savers provided for photo finishers as it practically cuts in half the time required to handle prints.

After passing through this Straightener, prints will lie flat and they may be handled and sorted in half the time previously required.

Double weight prints may be made quite flexible and they are not liable to curl—a great convenience in mounting portrait prints in folders.

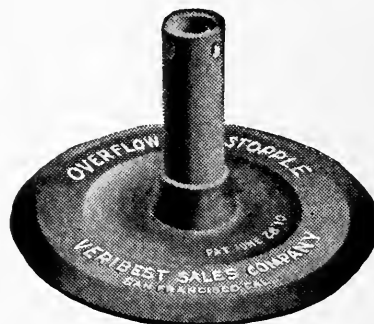


Three Models Are Offered:

- Model 4A—A.C. or D.C. motor drive, for prints up to 12 inches\$45.00
- Model 5A—A.C. or D.C. motor drive, for prints up to 18 inches\$65.00
- Model 6A—Hand driven, for prints up to 12 inches\$24.00

Terms if desired

"VERIBEST" Overflow Stoppie



This device enables you to make your own washer for photographic films, plates or papers. The "Veribest" Overflow Stoppie instantly and conveniently converts any sink, tub, basin, or other fixture into a wash tray of large dimensions with running water.

Although designed especially for tourists, the Overflow Stoppie is used universally by amateur and professional photographers.

Made entirely of rubber it is light and compact; moreover, it is unaffected by any photographic solution.

PRICE \$1.00

Plan to attend the P. I. P. A. Convention in San Francisco, August 28, 29, 30.

READ THIS—VERY IMPORTANT

(But only if you have an Elwood Studio Enlarger.)

It is now possible to greatly improve the speed, ventilation, and distribution of light in your Elwood Studio Enlarger. All that is required is an 18-inch reflector as is supplied with the Elwood Special Model. (See Page 27 March Focus.) The reflector must be fitted to your enlarger at the factory, but you need not return the iron base or old reflector.

Price of alteration, exclusive of transportation to and from factory, but including fitting, \$28.00.

The Sunbeam

The Improved Portable Arc Lamp for the Photographer and Movie Maker



View of Sunbeam Arc Lamp complete with stand

*For the Home Portrait Man
For the Portrait Photographer
For Amateur Movie Makers
For Therapeutic Purposes—*

The Sunbeam is the latest in portable arc lamps at a popular price. The ten-inch aluminum reflector projects all of the light rays directly on the subject. Compactness and portability have been attained without sacrifice of light volume because of scientific construction.

For the Commercial Man

Only \$15

The Sunbeam Arc Lamp fills the need for a low priced portable, ultra-violet light for use in office or home in the treatment of arthritis, rickets, diseases of malnutrition, skin diseases, and other cases where ultra-violet radiation is called for.

Sunbeam Arc Lamp complete with built-in rheostat weighs only 39 ounces

PRICES

Sunbeam Lamp with 15 ft. cord, net, each	\$15.00
6-ft. Nickel plated Folding Stand for above, net	2.50
Sunbeam Carbons (double length) for photographic use, net, per doz.	1.25
Panchromatic Carbons, per dozen	1.25
Therapeutic Sunshine Carbons, per doz., net	1.25
Diffusing Screen	2.50
Black Fibre Carrying Case to hold two Sunbeam Lamps and two stands, wiring, etc., net	9.00

MANUFACTURED BY

Burke & James, Inc., Chicago

REAL ESTATE PHOTOGRAPHS

Now is the time to make real estate photographs when every little home is looking its best and when there are flowers and shrubs to add to the attractiveness.

Impress upon your real estate friends the importance of making photographs now, when the home presents its greatest sales argument. Make yourself known to the real estate men of your town. Use your most persuasive selling ideas and you will find this just another

means of keeping up the summer business.

Every building which goes up has an architect, a builder, and a contractor responsible for it. They all need your services. Keep on the lookout for the opportunity to make progressive photographs of building operations. You can extend your services by selling them an album of photographs covering the period from the first excavation to the dedication. They will thank you some day for the suggestion, and it will mean more business for you.

RADIO-MAT Slides Are Ready For Typing

Slips in typewriter as easily as an envelope. After typing directly in open space (with typewriter ribbon **THROWN OFF**) discard envelope back and red sheet and drop transparency with mat between cover glasses ready for projecting.

Box of 50 Radio-Mats

in colors. Amber, Green or White
\$1.50

Specify color when you order from

Hirsch & Kaye

Do you need any lantern slide boxes, vises, matts, binding, cover-glass, and similar supplies?

RADIO-MAT SLIDE CO. MAKERS

RADIO-MAT

PATENTED

NEW YORK

TALK from your screen
WITH your quickly
TYPEWRITTEN MESSAGES.

WHITE, AMBER or GREEN.

Accept no substitute.

IS THE STATIONERY OF THE SCREEN

Our Salesmen Tell Us



R. E. Derby

Harry Fields and his wife spent a week in Los Angeles as a well-deserved short vacation.

Paul Smith has discontinued his studio in the Emporium and is now with Walter Seely, on Geary St.

Mr. and Mrs. E. Stark of the Alta Studio (see *Focus*, Sept., 1928) were in the studio office one night last month when the skylight over them was broken. They looked up in time to see a man on the roof. Leaving all lights turned on, they called the police, who arrived in time to arrest the would-be robber while half-way through the skylight. Guess he was after some of Alta's famous pictures.

Mr. Pierce Lloyd has decided to open a bungalow studio in Denver. For the past ten years, Mr. Lloyd was photographer for S. & G. Gump, San Francisco art dealers. His wide experience in photography and with people, should bring his new venture all success.

Mr. Jack Valenti of Alta Studio suffered a severe and painful accident due to dropping a gallon bottle of developer on edge of sink, then trying to save it. The broken glass severed two tendons in his right thumb.

Wm. Wolff

Last month Mr. Bush had very little to report and here's the explanation. In our office is a large modern safe, with which Mr. Bush's head collided while removing (legitimately) papers from within. The safe was uninjured, aside from bruised paint, but Bush suffered painful injuries from which he has recovered.

The Grady Studio, Seattle, has been incorporated for \$20,000, with all stock subscribed. Officers and stockholders are

M. A. Grady, President.
Harry Jackson, Vice President.
Charles Auld, Secretary.
Anna J. Grady, Treasurer.
Mary Leckley.
Dave Schloisberg.

Last minute extra! Harley W. Frederick (see page 3) is the proud daddy of an eight-pound boy, born March 26. Mother and son are doing nicely, thank you.

-- --
N. G. Siller

Charles Perry died suddenly and was buried March 1. He was a skilled commercial and general scientific photographer and of recent years, made a specialty of real estate pictures. Mrs. Perry, survives him.

Our Salesmen Tell Us ---

H. L. Bush

Thomas Shoob, active as ever in photography, is sporting an avocation—cattle raising. A herd of blue ribbon stock on a 35-acre ranch near the outskirts of town is now occupying his spare time.

The two boys are putting themselves in trim pitching hay and other things that require moving on a dairy ranch.

Ossian Hagman, Watsonville, is a full-fledged and duly licensed Numismatist. Don't bother with the dictionary, folks; in ordinary language we mean that Hagman is a collector of Rare Coins. The other day we spent an hour going over his collection and found it a wonderfully intriguing study.

If you find any 1804 American Dollars or 1913 Liberty Head Nickels among your loose change, drop Hagman a line. A fifty-dollar check by return mail wouldn't go bad, would it?

Hagman is also interested in the ordinary dollars that are in circulation, and what's more is getting his share, no mistake.

A. W. Gauger of Dos Palos reports that the new influx of settlers on Miller & Lux lands has poured a good many additional dollars into his cash register.

J. Rummel of Lodi has a lot of kind things to say about the Beattie School of Lighting in Hollywood. We found him the other day chuck full of enthusiasm and new ideas. "Wouldn't have missed it for a farm," he comments.

A house divided; the Daniel Brothers of the Art Craft Studio, Modesto, have both purchased new cars, one a Ford, and the other a Chevrolet Six.

W. A. Brown of Modesto is not burning up the roads to Stockton any more. The Young Lady has moved to Modesto.

Jeanette A. Graham of Del Monte, wife of the well-known Julian P. Graham, is a photographer in her own right.

At the recent Buffalo Salon four of her latest pictures were hung for exhibition. To those who have the know, this is sufficient testimony of her talent. Her "Condemned" has a wallop to it that causes one to walk back for another look.

Leopold Hugo of Santa Cruz has sold his palatial home; closed his studio and has started on an automobile tour of the United States. Mrs. Hugo accompanies him. They plan to be gone nine months, and will return through the Canadian Northwest.

We record with regret the passing of Mrs. H. Lancaster, wife of our genial friend "Daddy" Lancaster of Martinez. May there come to him now and to the son, the solace that is found in the memory of their many happy years of home life.

She leaves behind her a multitude of friends, both young and old, whose lives have been softened and sweetened by her presence.

--
H. F. Peterson

Miss Maude Stinson, the fair Berkeley photographer certainly enjoys her speed-burning coupe, but not alone. Somebody borrowed it for about three days before the Police caught up with it. (The Oakland Police—Thank you.)

The Eastbay Commercial Photographers Club held its annual Past-Presidents' dinner dance at Ol' Virginia Inn, Oakland, on the 19th of March.

As usual, Sig Blumann was called on to act as Toastmaster, and as usual, someone else generally becomes involved when Sig is Toastmaster. This time it was Geo. Derbfus, another Scotchman.

Photo Clips ^F_O_R Every Purpose

Eastman Film Developing Clips

For suspending roll films during the finishing process. Has a bulldog grip. Made of brass, heavily nickel-plated.

Price, per pair 3½-inch, \$0.30; 5-inch, \$0.40



U. S. Photo Clip

A substantial, wooden clip with hook for suspending roll film during development.

Price, per dozen \$0.35

Price, per gross 3.50

Kodak Film Clip

Made of solid Monel Metal. The jaw with a width of 2 inches, has a firm grip. Useful for either large or small roll film. Each \$0.30

Kodak Film Clip Separators, per dozen75



Eastman Film Pack Developing Hanger

Hanger with Clips for 12 Films \$1.50

Extra Clips, per dozen90



Kodak Jr. Film Clip, No. 1

Somewhat lighter than the Kodak Film Clip, yet practical for the smaller sizes of film. Width, 1 3/16 inches.

15c EACH

Roll Film Hanger

Made of non-corrosive Monel Metal for use in deep tanks.

No. 1 for 8-inch tank.

No. 4 for 11-inch tank.

No. 2 for 10-inch tank.

No. 5 for 9½-inch tank.

No. 3 for 12-inch tank.

Price, each, any size \$0.35

Order today from **HIRSCH & KAYE**

PHOTOGRAPHIC APPARATUS AND MATERIALS

239 GRANT AVENUE -:- SAN FRANCISCO

The *Improved* Kodak Film Clip

FILM clip construction and design take a long step forward with the introduction of the Improved Kodak Film Clip. So many far-reaching mechanical improvements have been made in photo finishing equipment in recent years, that it is welcome news to all photo finishers that now, the highly important film clip has been thoroughly modernized.



Note the deep "bite" of the new clip, and the lead weight.

The Improved Kodak Film Clip is designed to fit all types of modern hangers. Perhaps its most distinctive feature is the use of drainage holes in both upper and lower plates to prevent water from collecting in the clip. This improvement eliminates the danger of streaking dry films when they are removed from the clips.

The tension is just right for a strong grip, and the design permits the clip to be cleaned easily. The width is two inches at the jaws.

As this new clip is made of solid metal which is resistant to corrosion, the initial cost is somewhat higher than that of plated clips. In terms of useful life and freedom from corrosion, how-

ever, it is an actual economy to use Improved Kodak Film Clips.

There are two styles, one from which the film strip hangs, the other equipped with a lead weight, heavy enough to keep the film strip taut when the weighted clip is attached to the lower end.



Showing the drainage holes and the sturdy construction of the jaws.

Improved Kodak Film Clips sell for \$0.35 each, list. Equipped with lead weight, the Improved Kodak Film Clip sells for \$0.45, list.

PAKO Film Clip

A heavier stronger film clip designed expressly to give longer service life.

Extra large jaw opening facilitates



Far superior to the ordinary brass, nickel plated clips.

loading. Film cannot be inserted too far, thus keeping film in good condition. Wide jaws give firm grip on film to prevent tearing out and dropping into developer. Chemicals drain off without staining the film. Ideal for bottom weight for tank development.

PRICE:

Gross	\$12.00
Dozen	1.25

PAKO MONEL METAL CLIPS

Gross	\$40.00
Dozen	3.50



Home
Portrait
Photographers
Should Use
This Lens



The Series II
Velostigmat f4.5

It has speed and flat field, it gives sharp definition and is compact in size—all the essential points required in a lens for good home portraiture. Of course, the Series II Velostigmat is also an ideal all around studio lens—use it for portraits, groups, babies, enlarging and copying—its the most versatile lens on the market.

*Give it a trial and you
will use no other*

Manufacturers of Quality
Photographic Lenses and
Shutters since 1899

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

Advertising Material at Special Reduced Prices

 FILMS  FILMS



**Developing
and Printing**

ENLARGEMENTS

9 D—

Printed window streamers.

Size 5½ x 22 inches.

10 D—

Printed in two colors on white paper. Prominent, but not gaudy.

You need these.

Price, 15c a dozen.

SIDE PIECE NO. 5 B

Size, 22 x 28 inches.

24-ply mat board. Printed in three colors.

This will make people take notice!

Price 75c, each



No. 4 B

Sizes 28 x 28
24-ply mat board
printed in four colors.
Price, 75c each

Supply is limited!
Order today from

Hirsch & Kaye



No. 3 B

:: PROFESSIONAL SERVICE ::

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PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
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*Satisfaction guaranteed
Reasonable prices*

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CALIF.

Rightway Retouching Studio

Specialize in

Effective Retouching and Artistic
Coloring

One day mail order service

Satisfaction guaranteed

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SAN FRANCISCO, CALIF.

EXPERT RETOUCHING

for

Portrait and Commercial Photographers
Etching, Blocking and Negative Work.
Miniature Coloring on Porcelain, cellu-
loid or paper.

A. K. Dildilian

4763 Fair Oak Ave. Oakland, Calif.

FRUITVALE 3894-J

Stop Waste. Save Time, Money, Solutions.

For best results install a

STERLING DEVELOPING TANK OUTFIT

AMATEUR FINISHING OUT-
FIT For Roll Film and Circuit Work.

Made of the
**FINEST
PORCELAIN
ENAMEL**

THE BEST BY
TEST

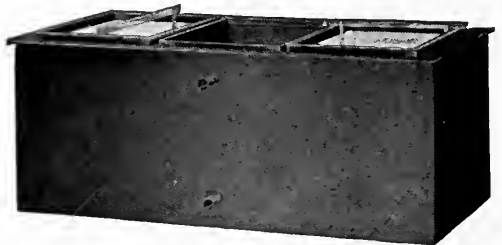
ALL WATER-
JACKETED OUT-
FITS have washing
space with circulating
water around both
inner tanks for temp-
erature regulation.

COMPLETE
COMPACT
ECONOMICAL

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

Avoid Spurious
Tanks. Name "Sterl-
ing" on Every Tank.

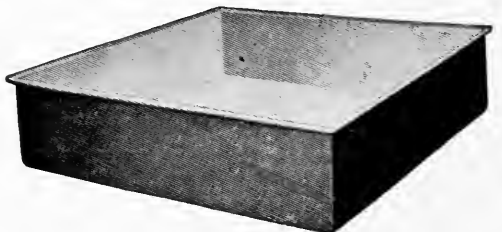
Two Sizes Commercial Outfits for Plates
and Cut Films.



Sizes No. 1 accommodates both 5x7 and
8x10 Portrait Hangers. Size No. 2 is
built for 5x7's only.

:-:-:-:-:-

White Enameled Fixing Baths



STOCK SIZES

12x16x5"
18x24x6"

16x20x6"
20x24x6"

10x12x5"
18x22x5"
20x30x6"



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.

Special Sized Tanks Made to Order on Request

A Carpenter Without a Saw

You don't know of a carpenter who tries to do his work without at least one good saw. But we know of photographers who do not have at least one good printer. A carpenter has several saws, each of which is best for a certain purpose. And photographers should have at least two printers, one for amateur finishing, the other for larger and slower work.

Consider the assortment we offer you

Kodak Amateur Printer

Including adjustable mask, red lamp, electric light and socket.

Price \$10.00

No. 1 Eastman Printer

Including red lamp, white lamp sockets, electric cord and plug and one sheet of Ground Glass.

Price \$10.00

Kodak Service Printer

Including eight masks and adjustable mask, number stamp and one tube of Kodak Numbering Stamp Ink, one orange lamp for 110-volt circuit and electric cord with plug, but without the 150-watt Mazda C lamp.

Price \$80.00

For 220-volt circuit 80.00

Pako Jr. Printer

Rapid, hand operated. Has numbering device and masks that are quickly adjusted as to size and margin.

Price \$55.00

Pako Model B Printer

Foot operated, leaves both hands free and is very rapid. Has numbering device and quickly adjusted masks.

Complete with paper storage cabinet.

Price \$100.00

Without cabinet 90.00

Pako Professional Printer

No. 2

Positive contact is guaranteed on oversize printing area of 11 x 14 inches. Hand operated and a serviceable, fast printer that will be on the job for years.

Price \$90.00

Eastman Professional Printer

Built on entirely new and different ideas. Switch may be turned on automatically by platen or by hand. Strength of light regulated by rheostat. Position of diffusing ground glass is adjustable. Printing surface is 12 x 15 inches.

Price \$175.00

Pako De Luxe Printer

Printing surface is 12 x 15 inches. Entire top is hinged to permit use of spotlight (supplied) for local dodging. Diffusion screen adjusted in height by hand knob. Positive contact and perfect distribution of light. Storage space provided for paper and negatives.

Price \$165.00

AnSCO 5 x 7 Printer

This inexpensive printer makes very useful supplementary equipment in any studio. Strong and rigid, professionally finished. Uses standard 40-watt lamp, not included. Lower window provides ruby safe-light for developing plates, and orange light for developing prints.

Price \$15.00

AnSCO 8 x 10 Professional Printer

Equal in quality and performance to the 11 x 14 Printer, but of smaller size and supplied without legs and side extensions. Quarter-inch plate glass and one ground glass. Lamps included.

Price \$40.00

AnSCO 11 x 14 Professional Printer

This is a full-size printer with legs and drop-leaf table arms. In use in the best studios in the country. Has all desirable features, and is very substantial. Will take paper up to 14 x 17 size. Free light opening about 13 x 15. Heavy plate glass and ground glass. Spring tension assures perfect contact at all times. Supplied without lamps (100 watt nitrogen recommended), which may be purchased locally to better advantage.

Price \$70.00

A Printer For Every Purpose To Fit Every Purse

Terms if wanted. Detailed description of any or all sent to you on request.



Agfa Developers

Energetic, long-lasting — products of technical research which increase the convenience and certainty of developing operations.

Agfa Metol

most famous of all. Of great strength, for developing baths that will work longer without exhaustion.

Agfa Glycin

non-fogging, for plates and films especially. Celebrated for clearness and delicacy in details.

Agfa Ortol

excellent for cold tones, giving clear negatives of good density. Non-poisonous.

Agfa Amidol

unexcelled for blue-black tones. Requiring no carbonate, it is very useful in avoidance of frill and hot-weather troubles, also where skin is sensitive to alkalis.

Agfa Anso Hydrokinone

a chemically pure product of the finest quality for use in all formulas calling for hydrokinone.

1 oz.....	\$.25
4 oz.....	.70
8 oz.....	1.30
16 oz.....	2.50

Agfa Rodinal

a highly concentrated developer complete in one solution. Easy to handle, and suitable for all kinds of plates, films and paper.

3 oz.....	\$.60
8 oz.....	1.10
16 oz.....	2.00

1 oz.....	\$.55
4 oz.....	2.00

8 oz.....	3.75
1 lb.....	7.00

Out of the Dark with *Pinacryptol Green*

Immerse the exposed plate or film in Pinacryptol Green desensitizing solution, then develop it in the yellow light used for developing papers. Saves eyesight, permits closer judgment of density, etc.

1 gm.....	\$1.60
2 gm.....	2.75
5 gm.....	6.50
10 gm.....	12.00

One gram (powder) makes 10 to 11 pints of desensitizer.



AGFA ANSCO CORPORATION BINGHAMTON, N. Y.

Hammer Opal Plates

Do you know about Hammer Opal Plates? If not, you are overlooking something that means music in your cash register.

The finished appearance reminds you of a carbon print on porcelain. The manipulation is quite simple.

Instructions for Manipulating Opal Plates

Hammer Opal Plates are the same speed as Hammer Lantern Slide and Hammer Transparency Plates—or about 32 times slower than Hammer Extra Fast (Blue Label) Plates. Prints on Opal Plates are made by contact or projection—or the same as prints on paper, excepting that Opal Plates are much faster than paper—requiring about 1 second exposure to a 25-watt electric-bulb light at two feet distance, when using a negative of medium density; with a very dense negative, though, longer exposure is necessary, while with a thin negative shorter exposure must be given, or have the plate etc., at a greater distance from the light. Opal Plates, of course, must be handled and developed by a ruby light, the same as other photographic dry-plates; a yellow light will not do. Beautiful sepia tones on Opals can be obtained with the regular Hypo-Alum method, or with any good sepia toning solution.

Hammer Opal Plates are packed 6 to a box.

	Per Doz.
3¼ x 4¼	\$1.50
4 x 5	1.75
5 x 7	3.50
8 x 10	8.60

Carried in stock by
HIRSCH & KAYE
Your logical source of supply

Ain't It The Truth?

BALLAD OF GO-GETTERS

I hate to be a kicker, I always long for peace,

But the wheel that does the squeaking is
The one that gets the grease.

—*Stanford Herald.*

You tell 'em, kid—you're peaceful and not too hard to please,

But the dog that's always scratching is
the one that has the fleas.

—*Miami Tribune.*

"I hate to be a kicker" means nothing in a show;

The kicker in the chorus is the one that gets the dough.

—*Youngstown Telegram.*

The art of soft-soap-spreading is a thing that palls and stales,

But the guy who wields the hammer is
the one who drives the nails.

—*Cleveland Plain Dealer.*

:-:-:-:-:-

Fireproofing Formula

(For Flash Bags)

<i>Ammonium Sulphate</i>	20 ounces
<i>Ammonium Carbonate</i>	6¼ "
<i>Borax</i>	5 "
<i>Boric Acid</i>	7½ "
<i>White Dextrine</i>	8 "
<i>Water</i>	2 Gallons

Heat to a temperature of 86 degrees Fahrenheit.

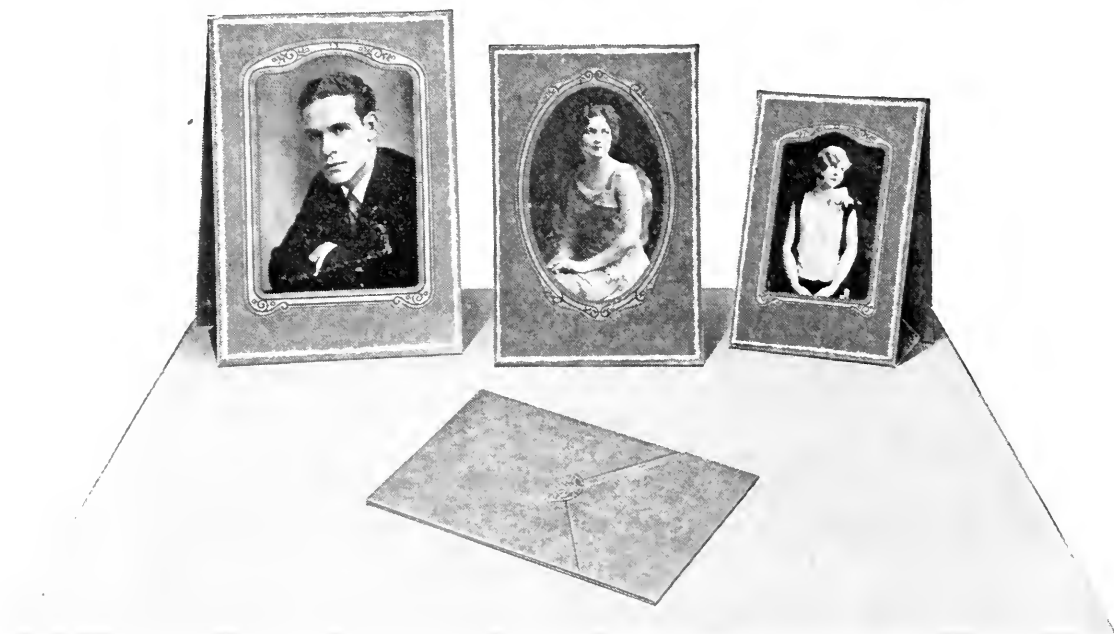
Soak the material for one-half hour in this solution.

Vakagraph Border Printer

A fast printer for amateur negatives. Has numbering device and distinctive advantage of producing ornamental borders on prints. Masks are provided for all standard sizes and your own design of masks can be supplied to order. Price \$200.00

Write to HIRSCH & KAYE for descriptive folder.

HERE IS THE NEW INSLIP EASEL FOR SPRING BUSINESS



THE EVERETT *Moderne Stock*

In sizes	3 x 4 Sq.	3½ x 5 Sq.	4 x 6 Oval & Sq.	5 x 7 Sq.
Prices	\$7.00	\$8.00	\$9.50	\$11.50
Colors	Mode Grey and Midtone Neutral.			

Note the 4 x 6 oval size—many studios have asked for this opening.

Everything is new in this easel—the beautifully colored Moderne stock—the duplex tinted insert—the design. It has an extra (supporting) insert.

Just the style you need for moderate price folder work, for which you want a modern mounter—especially for school work.

Samples of both colors for ten cents

SAMPLE OFFER SS-26

TAPRELL, LOOMIS & CO.
(Eastman Kodak Company) Chicago, Illinois
The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

People what come to our store tell us its a swell place. And it is. Lights, showcases, windows, a telephone, a Queen behind the counter and everything.

Sometimes a man will come in and say, I am a photographer and have only two (2) bits in my pocket. I like your store and will spend the whole two (2) bits here if you tell what I can get.

So I'll call this page,—

WHAT YOU CAN BUY FOR 2 BITS IN A SWELL STORE LIKE OURS

A can of Putz Pomade.

(a darn good reducer.)

2 retouching pencils.

A bulb & tube for a Kodak.

A good spotting brush.

Carbons for your arc lamps.

A tube or jar of opaque.

A No. 1 Goertz Cutter.

(Add a razor blade and you've got a sharp knife)

8 oz. Meas glass.

1 oz. moulded graduate.

Glass stirring rods.

Thimble plate lifter.

Package of 25 Lantern Slide Mats.

Camera Craft, Abel's Weekly, The Commercial Photographer (enough change with these so you can mail to your friends.)

Package of masking charts.

Package of Dry Mounting Tissue.
(up to 8 x 10)

A Pack of Victor Spotting Colors.
Any color, or 1 set of 3 different colors.
(A nickel change with either)

Extra leaves of Japanese or Velox Water Colors.

A piece of 5 x 7 Semi Transparent Celluloid, white, yellow or blue.

A pair of Pako Film Clips.

3 pen nib etchers complete.

1 ounce of Film Cement.

A roll of two Brownie Film.

¼ pt. glass funnel.

10 x 14 light ferrotype plate.
(a nickel change with each)

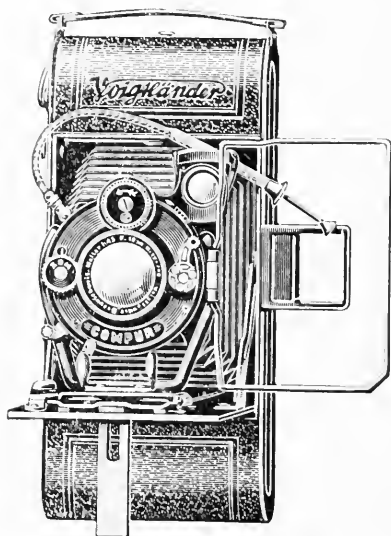
Sparkling metals for flash lamps.

Reflectors for Auto Dependable Flash Lamps.

A good Supply of Push Pins.

Want more? See page 29.

Write For Re-Sale Prices
These Cameras Are In
Demand



CAMERA LUXURY
at a Low Price
The New
VOIGTLANDER
AVUS

Roll Film Camera

2½ x 4¼ with F:4.5 Voigtlander Skopar Anastigmat Lens and Compur Shutter.

The Avus has both Iconometer Direct-View and Brilliant Indirect View-Finders. The lens has ample speed for every requirement—speedy enough for dull day snaps. Cable release on shutter prevents jarring when camera is held in the hand. For the first time in the history of the industry, a camera of this quality—with a high-grade lens is offered at this low price.

Special at \$33.00

Sole Leather Case, plush lined with extension shoulder strap \$5.00

FOR SALE BY HIRSCH & KAYE

HOLLISTON

PHOTO CLOTH

REG. U.S. PAT. OFF.

*is NOT a
gummed cloth!*

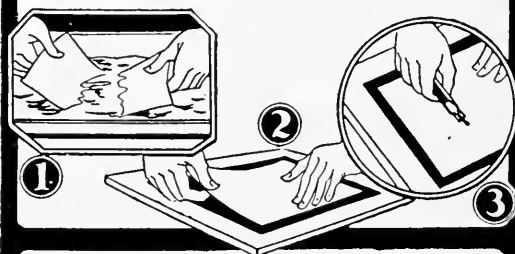
The adhesive qualities of Holliston Photo Cloth are manufactured into and are a part of the fabric itself. As it does not depend on a coating of gum to make it adhesive it consequently has none of the objectionable features commonly associated with gummed cloth.

HOLLISTON PHOTO CLOTH

1. Easy to handle.
2. Does not curl.
3. Does not fray.
4. No objectionable odor.
5. Not affected by heat, cold or dampness.
6. Does not discolor prints.
7. Does not stick to fingers or equipment.



Holliston Photo Cloth is made for just one purpose—it provides a quick, clean, easy way of backing photographs, photostats and blue prints. Made in white, grey and blue with one side adhesive, and also in white with both sides adhesive. Furnished in standard sheet sizes packed in handy boxes—and in rolls 36 in. wide.



WRITE FOR SAMPLES

Hirsch & Kaye
WILL SUPPLY YOU

Jerry's Corner

(Continued from page 27)

Cloverleaf Tacks, or Thumb Tacks.

½ doz. sheets of Ruby or Post Office Paper.

A couple of colored marking pencils, red, white, blue, brown, sepia or black.

A Pako weight ring.

A 4 x 5 glass tray (choice of 3 colors).

A pair of print tongs. Keep fingers clean.

A tube of Grippitt. (A clean 'stickum' that sticks like a poor relation.)

A Carter's glue pencil (a handy way to use glue).

A bottle of Browntone (for sepia pictures).

¼ lb. absorbent cotton.

A bottle of Ferrottype Lubricant.
(Change with This.)

1 lb. Kodak acid hypo.

A ½ lb. Higgins' vegetable glue (not for vegetables, for pictures.)

A tube of Victor intensifier.
(makes 4 ounces.)

A stick of India Ink.
(2 nickels change on this.)

A bottle Pako Stamp Ink.

Can of No Stane (cleans stained fingers.)

A third interest in a 8 x 10 Flashed Opal Glass.

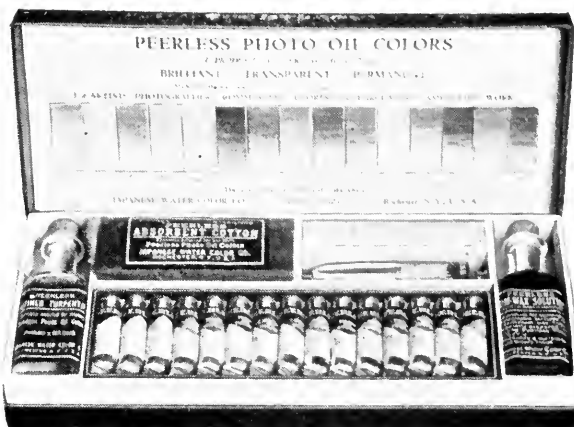
Now send your orders and two (2) bits to
JERRY.

The New Outfit

Peerless

Photo Oil Colors

"Product of Peerless Laboratories"



Professional Outfit No. 1, \$3.75

New and Larger Box. More Materials. New Labels on Tubes. New, improved Self-Blending Colors throughout our entire list. The Finest Outfit Box of Oils on the market.

Order from

HIRSCH & KAYE

STERLING TANKS In New Sizes

Sterling Tanks can now be supplied in 24-gallon capacity. Designed to accommodate 30 Pako Hangers at one time.

Blue Tanks 11 x 12 x 46	\$19.50
White Tanks 11 x 12 x 46	\$21.75

HIRSCH & KAYE

Have Sterling Tanks in all sizes

Plan to attend the P. I. P.
A. Convention in San Francisco, August 28, 29, 30.

Bargains for the Photographer

Annual Bargain List

Our annual bargain list is now being printed and a copy will be sent to you when published. This will be the most complete and most extensive bargain list we have ever published, and no matter what your plans may be, you will find equipment and material listed that you will be glad to have.

Before you place orders for used equipment or accessories, be sure to remember our annual bargain list. If you have need of anything before the list is received, write to us and we will gladly tell you what can be supplied.

LIGHTING EQUIPMENT RENTED

Perhaps you feel that you do not have enough work outside to justify portable lighting equipment. Or, perhaps you have reasonable equipment but not enough to handle unusually large groups or projects. There is now no need of turning down orders for lack of equipment, because you can rent Duplex Junior Twin Arc Lamps from Hirsch & Kaye at nominal rates.

The Duplex Junior Twin Arc Lamp is perhaps the most popular portable lighting unit used on the Pacific Coast.

We have sold hundreds of them and know they are successful. Operated in any house wiring circuit provided with 30 ampere fuses.

Rental rates, with one set of carbons:

Per day \$ 2.50

Per week 10.00

Should you decide to keep the lamp, the usual rental fee will apply on purchase price \$65.00.

(We know you will like the lamp).

For real service, order from

HIRSCH & KAYE

Your logical source of supply

IT GETS BIG KICK

Prepare a frame with a glass cover and an electric light attachment to flood it. Put in this frame the reprints of the national magazine advertising. A photographer down in Texas did this and got a big kick out of it—in public interest. People stopped, looked and listened to the message of photographs—in numbers. He flagged them, and they know about that photographer in that town now better than they ever did before. Try it and see.

If you can laugh at yourself you are civilized.

-- --

Sign in an Eddyville, Ky., restaurant: "No checks cashed. We have arranged with the bank that we cash no checks and they sell no soup."—Typo Graphic.

-- --

Men should be made to take vacations so they won't get the idea that they're indispensable.

DEFENDER

MONOKROM

An entirely unique printing medium. A fine grain, soft-luster imported paper in four delicate tints.

Sensitized with Defender Iris for contact and with Velour Black for prints by projection.

A simple and effective idea, new and striking. The appeal of good photography is never more in evidence than when the print is MONOKROM.

An exclusive Defender product—obtainable through all dealers.

Self-Demonstration Packages:

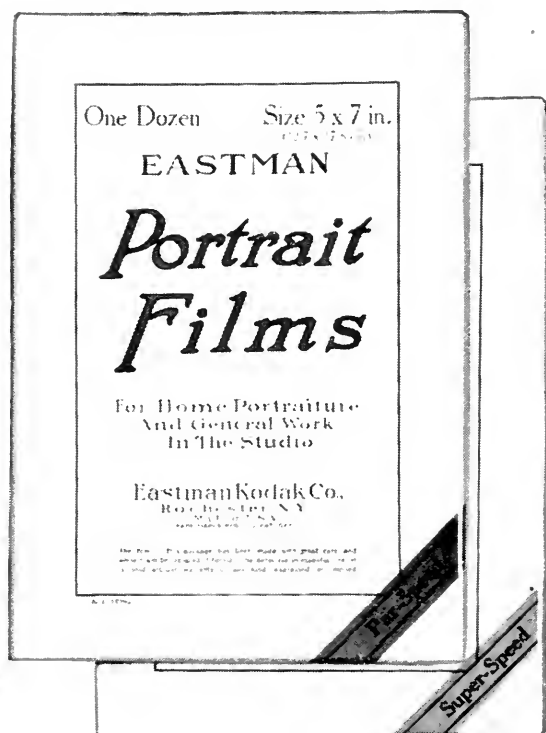
- (1) Defender Iris MONOKROM
- (2) Velour Black MONOKROM
12 sheets, assorted tints, either grade
\$1.00 Postpaid
- (3) Defender Iris MONOKROM Silk, Coral Tint.
- (4) Velour Black MONOKROM Silk, Coral Tint
12 sheets, either grade
\$1.00 Postpaid

Self-Demonstrating packages are obtainable through dealers or direct

Manufactured by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.



*"Super Speed"
for the flash
of expression*

Good expression is not fixed—is most interesting when most animated and also most difficult to record. A fast light, fast lens and fast film are essential if the flash of expression is to be caught and recorded in an ideal portrait negative.

Eastman Portrait Film, *Super Speed*, is the material best suited to the necessarily short exposure. It has extreme speed but it has also the long scale of gradation which gives quality to the portrait negative.

Eastman Portrait Film, *Par Speed*,
Super Speed and *Panchromatic*, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. V

MAY, 1929

No. 5



OUT OR SAFE?

(For speed, Hammer Press Plates are always safe.)

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Improving The Portrait

before the exposure is made

THE best negative material obtainable is the logical starting point for the photographer's technical skill.

Times change, new minds come forward, scientific investigation and research achieve results not hitherto looked for—and good business adopts them and applies them to its problems.

The old may be good, but if the new is better, why not use it?

Photographers adopt Agfa Portrait Film for the same reason that they send their children to school and college. It brings them, in spite of what may happen, an extra step or two in the direction of success.

Agfa Portrait Film protects and assures your results. Better negatives, better proofs, better prints, better portraits—above all, better likenesses—are inevitable with this finely balanced film.

*Right
because the
scale is right*



Agfa Portrait Film

Clear and Matt Back

AGFA ANSCO CORPORATION
BINGHAMTON, NEW YORK

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Vol. V

MAY, 1929

No. 5

: IN THE PROFESSION :



LOUIS A.
LAUCK

*"He aspired to
be an under-
taker"*

Louis A. Lauck is a modest sort of a chap and perhaps you may not know him. We waited and coaxed to get this picture of him, which was especially made for this article.

He is a Hoosier, but as you will find many other Hoosiers in California, this fact becomes a mark of distinction. Indianapolis is his home town.

Trained in the lithographic arts, he followed this line for three years. Then commercial art and engraving appealed to him and for the next twelve years, he was identified with some of the largest plants in the east. Rumor has it that at one time he aspired to be an undertaker, but we think the word was used in the wrong sense, because he really is familiar with unusual undertakings.

While in Ohio, 1918, he decided to come to California. (Where have we heard those words before?) As Art Director, he served the Sierra Art Engraving Co. in San Francisco till he formed the Lauck-Mann Co., photo engravers. In 1924 he opened his present plant, the Louis A. Lauck Co., at 405 Sansome Street, where Commercial Art and Commercial Photography of the highest grade are handled.

He likes to fish. So well, in fact, that distance is no factor. We have known

him to go so far to fish that he ate his full quota before he got back. So, in addition to the big one that got away, we'll believe him when he tells of those he caught.

His collection of San Francisco views will impress you. Made in 14 x 17 size, they will reveal pictorial treasures unknown to many a native son. You will also be impressed by his genial good nature. He even has a smiling welcome for a stockhouse man. For sincere good fellowship, what more can one ask?

-:- -:-

*When a bit of sunshine hits ye,
After passing of a cloud,
When a fit of laughter gits ye
And ye'r spine is feelin' proud,
Don't forget to up and fling it
At a soul that's feelin' blue,
For the minit that ye sling it
It's a boomerang to you.*

—Jack Crawford.

-:- -:-

THE WORST THING

*Failure, when you have done your best,
is bad.
I know a thing a thousand times as
sad:
The sting that failure leaves within
your breast—
An ache that knows no surcease, gives
no rest—
When you recall you did not do your
best.*

—Strickland Gillian.

The Same Results...

❖
One of the
"Physically and
Chemically
Perfected Photo
Chemicals"

by
Mallinckrodt



Today

Next Week

Next Year

A'ways
Free
Running

Mallinckrodt

Photo Carbonate

Keeps indefinitely without changing in
strength because it is

MONOHYDRATED

The only stable kind of Sodium Carbonate
having a fixed strength for a given weight.

Your formulas require a definite amount of
alkali for proper contrast, tone values and
uniform speed of development. Only the use
of Monohydrated Sodium Carbonate can give
you this assurance.

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Too Good to Be Overlooked

Are you acquainted with the sales possibilities of Student Albums as listed in the Taprell, Loomis & Co. catalog?

We ask this as judging from orders, the sales of albums are "spotty." From certain localities we see orders come in year after year and these albums are not included.

This clearly shows that there are many studios that are overlooking or are not acquainted with this profitable proposition.

It is by no means an experimental idea. It is not unusual for us to receive orders for 30, 50, 75, or more albums from one photographer to be stamped up for one school.

Studios pushing these albums find that the sales of them mean larger orders—and away from the close, competitive prices necessary only when the regulation portrait folder work is shown.

There are many good points to these albums. For one—the idea of having class pictures in a compact form is something that appeals to the students. The experience of many studios has been that it is oftentimes only necessary to interest two or three students of a class. This sells to the whole class.

Do not think it necessary that a whole class, particularly a large one, must be sold, for not all students exchange portraits with all their fellow students. Usually, and particularly so in large classes, the exchanges are made between circles of friends, clubs, sororities, and fraternities. So do not let the size of a school or a class stand in the way of talking this album.

With smaller schools, high schools, etc., where there are classes of from twelve to thirty, albums are oftentimes sold to every member.

The proposition means students oftentimes are sold more portraits than they would usually order. Firstly, portraits needed for the album; then the extra

ones they send in folder styles to their friends and relatives. Do not overlook the fact that with few exceptions you can supply albums at practically the same cost as you would folder styles.

Again we want to emphasize that this is not a new sales proposition, for in hundreds of studios the Student Album is an established institution and photographers are making money with them.

We only want to remind you that you are "passing up" a good thing if you do not get "next" to this modern method of selling school portraits.

If you are one of the studios not acquainted with these albums, read about them in the Taprell, Loomis & Co. catalog and supplement, or write for special Student Album circular.

Then we suggest that you order at least one of each size and color of every style, putting specimen prints in the albums before showing them to your prospective student customers. This assortment will look attractive and enables you to offer a generous selection in sizes, styles, and prices.

Again, we say, do not overlook becoming acquainted with this proposition.

Hirsch & Kaye will be glad to supply you with catalogs and Albums.

-- --

Photographers' Epitaphs

In fragments here
Lies Daniel Crowder
His cigarette touched
The flashlight powder.

Peace to the bones
Of Darius Dink
He drank the Hypo
For water, I think.

Sudden Death befell
Young Harold Hare:
He left a tack
On the "sitter's" chair.

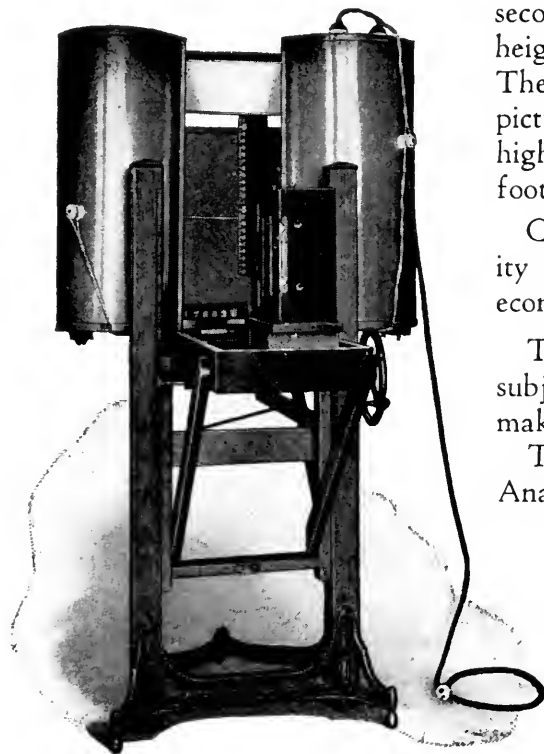
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**Plan to attend the P. I. P.
A. Convention in San Francisco,
August 28, 29, 30.**

Folmer Identification Outfit

For Pictures $1\frac{5}{16} \times 1\frac{5}{8}$

THIS outfit is so efficient in every detail that identification photographs for passes, passports, etc., may be made at the rate of 360 negatives per hour, one every ten seconds. The prints also show the person's height in feet and inches and a serial number. The head of the person photographed fills the picture area— $5\frac{5}{16}$ inches wide by $1\frac{5}{8}$ inches high—and seven portraits may be made upon a foot of film.



Consequently this is, both by reason of rapidity of operation and saving in materials, an economical outfit.

The lighting system for illuminating the subject, provides sufficient intensity to permit making exposures of very short duration.

The outfit includes the camera with Kodak Anastigmat $f.6.3$ lens, two film magazines, a substantial, adjustable stand, two reflectors with cable and sockets but without lamps, a numbering device, height scale, and background.

The floor area required is 4 x 8 feet.

Eastman Identification Film No. 65 is supplied in rolls of varying lengths.

PRICES

F. & S. Identification Outfit, including camera, Kodak Anastigmat lens $f.6.3$, two magazines, stand, reflectors, numbering device, height scale, back-ground, cable and sockets, without lamps	- - - - -	\$535.00
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F. & S. Identification Printer No. 1 for printing identification passes upon photographic paper without lamps	- - - - -	60.00
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In addition to the Folmer Identification Outfit HIRSCH & KAYE can supply Finger Print Cameras, suitable lighting equipment and anything of photographic nature used for identification work. Submit your problem. We will gladly help you.

HIRSCH & KAYE

PLAN TO ATTEND THE P. I. P. A. CONVENTION IN SAN FRANCISCO, AUGUST 28-29-30

Lighting Equipment For Passport and Identification Pictures

(Mighty handy, too, in any studio)

General Service Lamps

Most identification and passport pictures are made with subject, camera and lights in fixed position. General Service Lamps are ideal for these pictures. Also practical for commercial and copy work and secondary lights in larger portrait studios.

Style A

Eleven-inch porcelain lined reflector; thumb-set elbow; rubber finished directing handle; mogul socket with reducer to Edison base and adjustable to regulate light concentration; 12 feet of cord with plug for connecting.
Price complete, without globe - **\$20.00**

Style B

Description: Same as above but with 13-inch reflector suited for 1,000 or 1,500 watt lamp; feed through switch; without reducer to Edison base.
Price complete, without globe - - - - - **\$30.00**

Style C, General Service Lamp

The Style C can be used as the main light in portraiture or in commercial photography, and in the latter case may be used in pairs or threes. Some specific uses for it in portrait studios may be mentioned as follows: to light up hair from above or over the back-ground; to throw light upon ceiling for indirect general illumination to light up a white back-ground; to use for copying; and for an auxiliary light in connection with larger main light.

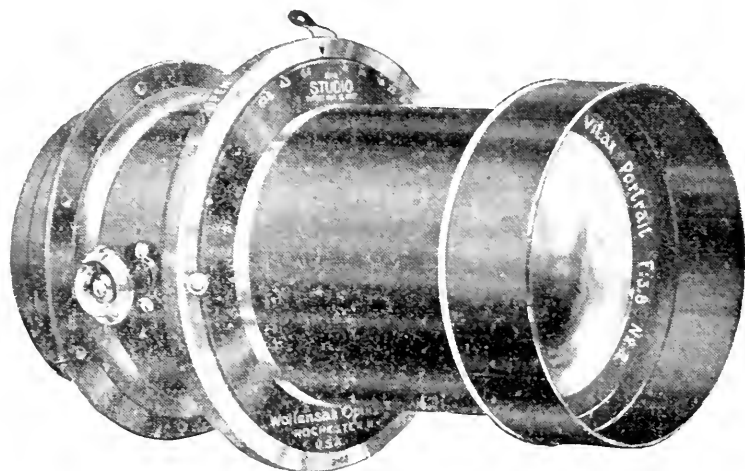


It shows no center spot, gives even illumination over an area suitable for portrait or commercial purposes, and develops the maximum light consistent with proper dispersion. By using a globe with frosted tip in it the light given will be soft and diffused and well adapted for portrait purposes.

Specifications: Porcelain lined reflector; nickel finished trimmings; tumbler switch shut off at back of reflector; 15 feet of connector cord; cast base stand with casters for convenient movement; maximum height 10 feet.

Price complete, without g'lobe - - - - -	\$45.00
1,500 Watt clear globe - - - - -	\$ 7.75
1,500 Watt photo blue globe - - - - -	\$ 5.50

LIGHTING EQUIPMENT *And Mazda Lamps* FOR EVERY PURPOSE
CAN BE OBTAINED FROM HIRSCH & KAYE



Use the Vitax f3.8 to Successfully Photograph the Youngsters

True enough, children are difficult to photograph, but there is always a moment when nervous, unruly kiddies offer a pleasing coquettish expression—that's when the Vitax f3.8 stands ready for service—it never fails..

The Vitax is not confined entirely to child photography, It is superior for portraiture, particularly large heads, busts and three-quarter figures.

*If you want certain success—
Give the Vitax a trial*

Manufacturers of Quality Photographic Lenses and Shutters since 1898

WOLLENSAK
OPTICAL COMPANY
Rochester, New York U.S.A.

Apple sauce

As served by "Abel's Weekly." To which we add that many a true word is spoken in jest.

EVERY time his monthly statement comes in from the stock house the photographer thinks to himself how much less complicated life would be if all he had to do was take pictures.

Possibly a little inside dope as to the dealer's daily dozen might be illuminating to the studio owner.

In the first place, the stock house has to keep on inventory something like 17-136½ separate and distinct items, varying from pins to complete studio equipments. And mark you down in your little book, brother, that it takes a lot more trouble to sell a couple of pins than an entire outfit. It is of course a physical impossibility to keep all these things on hand all of the time, and invariably the item the photographer wants most is the one the stock house just ran out of. This leads to what is known as the "back order," which is one of the causes of the gray hairs most stock-house owners flaunt to the breeze, except in the case of one or two I might name who haven't any hair left. Which is just as good at that, because no irate customer can grab a handful.

A back order involves at least nineteen operations: an apologetic letter to the customer, weeping on his shoulder and telling how the supply of gadgets has just been sold out; a credit form or what-you-may-call-it to the customer to prove the stuff will be on its way in the not-too-far-distant-future; a hurry order to the manufacturer and sixteen follow-up telegrams to the same asking when in the double-dyed blue blazes the stuff will be shipped.

Nine times out of ten back orders involve 1/12th dozen of a particular folder or 1/12 gross of some freak stock and the manufacturer has to make a special run and put the balance on the shelves, unless he can load a good share of it on the dealer while the latter is home in bed getting over the rheumatism. But the customer is always right and he has to be satisfied (he'll never be

contented on a back order) and the loss goes down in the red where the page is always crowded.

Not only does the stock house have to keep anywhere up to half-a-million tied up in stock, but it has to have from one to sixteen salesmen on the road trying to induce the photographer to buy stuff he knows he ought to have but hates like the devil to pay for. These salesmen burn up Ford cars and gasoline at an awful rate and if they carried actual samples of all the things the photographer really expects them to cart along, they would need a five-ton Kelly with a couple of trailers. The salesman works on a commission or plays on a salary, but the wear on the tires goes on just the same. The trick is to get in enough money by Saturday to pay all these birds and the house staff, with enough over so the dealer can have two strips of bacon instead of one, for Sunday breakfast. On rare occasions there is also enough to cover the cost of an egg, sometimes fresh.

Of course the salesmen, both counter and traveling bring in orders now and then so the dealer does not mind paying them cash money. What brings the tears to his eyes is the necessity for book-keepers, stenographers, packers, and what-not. This is what is known as the "dead" payroll, because it is not productive of actual business. This does not refer to their condition from the neck up because they usually work in immediate conjunction with the boss, which tends to keep them wide-awake and on their toes. The bookkeeper is one of the particular hates of the customer, because it is his job to send out the nice little reminders about your having undoubtedly forgotten to send the check for that six-months' old bill. This of course is the bunk, and what really happens in the office is that the dealer rises from his desk with a howl of rage when the accounts are placed in front of him and shrieks: "Write that big stiff a letter that will curl his hair!"—By "Pip."

For Perfect Pictures

(Call it  Gay-vert)

Super Chromosa Plates

H & D 700

Orthochromatic

*The new Gevaert Emulsion of superior
quality for speed work*

Portrait Bromide

*An Enlarging Paper of the same high standard
as the popular Novabrom*

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

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*Manufacturers of Photographic Products for
more than a third of a century*

All Gevaert Products for Sale by Hirsch & Kaye, San Francisco

Fresh Stock

Prompt Shipments

Service

Dependable Merchandise

Low Prices

Things you should know---



ORDER OF MIXING CHEMICALS

The order of mixing chemicals in any formula should be adhered to. In most cases there is a definite reason for the sequence of operations.

In the case of metol and hydrochinone mixtures, the metol is dissolved first in water which is tepid and when entirely dissolved the sulphite is then added, followed by the the hydrochinone, and so on. When the metol is not dissolved first, there is a chance of chemicals being thrown out of solution and delay in redissolving.

In the case of pyro developers, the chemical in water alone meets dissolved air and immediately is on its way to oxidation. When added to the sulphite solution, it dissolves here in its own preservative solution. Amidol in the same way is taken up by the sulphite solution greedily.

Similarly, when the fixing bath is made up, you can easily get into a mess by taking up the chemicals out of order, and by having an excess of one chemical you induce precipitates, which do not come if you work as directed.

The hypo is dissolved first, and to it the hardener solution when hypo is completely dissolved. This takes the sodium sulphite first and the acetic acid next. The alum will then go in and make a clean solution. In fixing baths, the acetic can be made from the concentrated glacial form by using 8 parts of water and 3 parts of glacial. The glacial acid is generally very pure and free from iron, and being concentrated, can be stored in much smaller bottles.

Lens Stops: The speed of a lens depends upon two factors, the effective aperture and the focal length. The F system of lens stops, derives its values by dividing the focal length by the effective aperture. The U. S. system simply arranges these values by numbers that are in direct ratio to the exposures required. If your lens uses F system you can find the corresponding U. S. numbers from the following table:

F. Values	4	4.5	5.6	6.3	8
U. S. Numbers	1	1.25	2	2.5	4
F. Values	11.3	16	22.6	32	
U. S. Numbers	8	16	32	64	

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Principles of Lighting: The recognized standard angle of light to the subject is 45 degrees. In simpler terms this means that the light source should be roughly about as far away from the sitter as it is far above his head.

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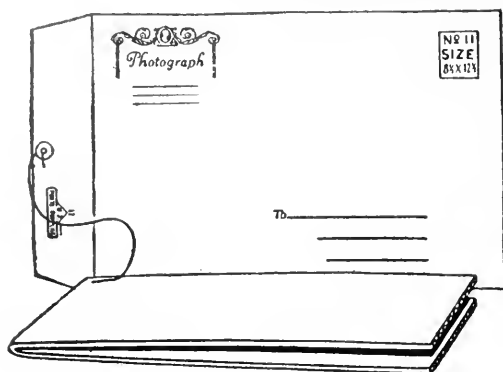
Catch Lights, meaning the reflections of light shown in the eyes, should be small and well away from the center of the iris. More than one in each eye gives a disagreeable effect. To secure correct results, the light must not be directly in front of the eye, but to one side and above. Also, to avoid multiplying these reflections, only one main light should be used.

--:--

The Strength of Light decreases rapidly as it is moved away from the subject. Roughly this is at a ratio inversely proportional to the square of the distances. Thus to get the same exposure with the light at 8 feet as at 4 feet you have to give four times the length of exposure.

--:--

To Light a Group by artificial light, the lamp should be about as far away from the center of the group as the group is wide.



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	$5\frac{1}{2} \times 7\frac{3}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{3}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! **PRICES** none can meet! **Prompt Shipments!**

The New Ilex Portrait $F3.5$ Lens



ESPECIALLY designed and constructed for SPEED, QUALITY, and COMPACTNESS.

SPEED, F: 3.5—Permits proper exposure under any lighting conditions in either studio or home.

QUALITY—Incomparable for large heads and busts at full aperture. Possesses marvelous depth combined with unusual roundness and warmth of tone.

COMPACTNESS—Extremely Short overall. Light in weight and not bulky.

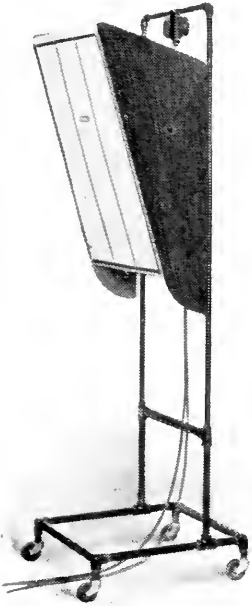
AND YET REASONABLY PRICED

Catalog	Size of Portrait	Focal Length	Price in Barrel	Price in 9x9	Ilexpo 10x10	Price in No. 5 Universal
No. 1	5×7 in.	10 in.	\$ 95.00	\$115.00	\$117.00	\$110.00
No. 2	$6\frac{1}{2} \times 8\frac{1}{2}$ in.	13 in.	105.00	125.00	127.00	
No. 3	8×10 in.	16 in.	130.00	150.00	152.00	

HIRSCH & KAYE

Distributors of **ILEX LENSES AND SHUTTERS,** *Send for Circular.*

Better Pictures with Less Effort



THE HALLDORSON Electric Studio Lamp Junior is supreme in beauty, ease of operation, and picture quality. Regardless of what other lights you may have, if you want to improve the quality of your general run of studio work at the same time make your operating easier, you can do so with this outfit in a way that will surprise you. It is really a reduced edition of our four unit Electric Studio Lamp. But instead of using four 1,500-watt Mazdas it uses two 1,500-watt globes, and instead of having a single lead cable, requiring special wiring, it has two lead cables so that it may be plugged into two regular outlets. Thus if these outlets are on two circuits, the light will not overload the ordinary wiring found in ordinary room or studio.

The globes are arranged one above the other and each is equipped with an individual satin finished aluminum reflector. Perfect diffusion is had by means of tracing cloth curtain which may be rolled up when desired.

In volume of light it is ample for all regular studio work except groups of over four people and perhaps for children where pin-shutter results are desired. It is especially suited for a small studio where the owner desires to avoid bringing in special wiring.

Specifications: Balanced up-and-down movement; height 7 feet, extended 8 feet; large rubber tired casters; racing-cloth front curtain, size 24 x 36 inches; uses two 1,500-watts or 1,000-watt Mazdas, each globe is separately switched; and it has two cable leads.

Prices without globes \$98.00

1,500-watt photo blue globes, each 7.75

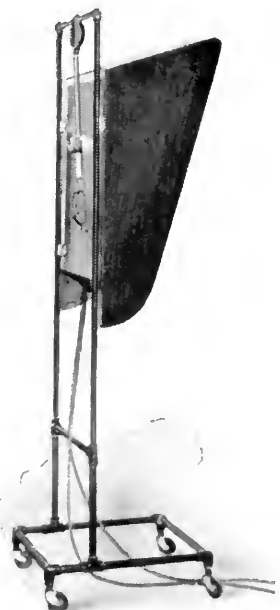
Let

HIRSCH & KAYE

put one of these lights in your studio.

(Deferred payments if desired)

PLAN TO ATTEND P.I.P.A. CONVENTION IN SAN FRANCISCO, AUG. 28-29



Special Brands for Special Work

Each brand of plate produced by Hammer has its special use.

Make your work easier, your prints better by first selecting the brand best suited for the job at hand.

Photographers have increased their business by following suggestions in portfolio that will be mailed you free on request.

*Superior merit will be found
in resulting prints.*



Hammer Dry-Plate Company

Ohio Ave. & Miami St.
St. Louis

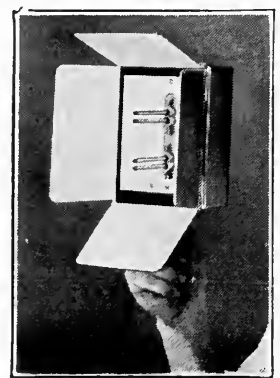
159 West 22nd St.
New York City

A WINNER The Ingento Twin Arc \$15



A \$15 Twin Arc Lamp that beats them all. This fully automatic lamp will burn for 40 minutes without any attention or trouble. Operates on 110-120 volts A. C. or D. C. house current.

This lamp represents months of experimentation and testing. It is exactly what what is needed in the photographic trade. The commercial and portrait photographer, as well as the movie man, will welcome this wonderful and powerful lamp. It is a compact unit that quickly folds up in its own case and can be packed away in a small space.



PRICES

INGENTO Twin Arc Lamp -	-	-	-	-	-	-	-	-	\$15.00
Nickel-plated 6-foot folding stand -	-	-	-	-	-	-	-	-	2.50
Double length white flame carbons, per doz. -	-	-	-	-	-	-	-	-	1.25
Diffusion Screen -	-	-	-	-	-	-	-	-	2.50
Double length panchromatic carbons, per doz. -	-	-	-	-	-	-	-	-	1.25
Sunshine (therapeutic) carbons, per doz. -	-	-	-	-	-	-	-	-	1.25

Burke & James, Inc., Chicago

:: LISTED at the SERVICE DESK ::

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The Focus	Richmond	Box 2226, The Focus
Los Angeles	Box 2211, The Focus	Salinas	Box 2215, The Focus
Madera	Box 2228, The Focus	San Francisco	Box 2237, The Focus
Oakland	Box 2143, The Focus	San Francisco	Box 2208, The Focus
Palo Alto	Box 2153, The Focus	San Jose	Box 2222, The Focus
Pismo Beach	Box 2232, The Focus	Santa Paula	Box 2164, The Focus
Pomona	Box 2224, The Focus	Stockton	Box 2197, The Focus
		Stockton	Box 2239, The Focus

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

Utah

Salt Lake City	Box 2230, The Focus
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New Mexico

La Cruces	Box 2217, The Focus
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INFORMATION WANTED

Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.
 C. J. Briggs, formerly, San Francisco.
 H. C. Wilson, formerly, Salt Lake City.

H. M. Collett, formerly, Eugene, Ore.
 Gail Wellington, formerly, Reno, Nev.
 C. R. Mandeville, formerly, Los Angeles.
 P. J. Standar, formerly, Dunsmuir, Calif.
 Mrs. S. Denton, formerly, Oakland.

Our Salesmen Tell Us



Wm. Wolff

The Eastman Kodak Co. has purchased the building on the north side of Post Street, San Francisco, next to the Shreve Bldg., near Grant Ave. When the present lease of the store on Market St. expires, the store will be at the new location.

Hurrah! San Joaquin County has a new man in the Identification Bureau at Stockton. None other than Ivan Eugene Hitt Jr.—nine-pound son of Mr. and Mrs. Ivan Hitt. Born April 3, 1929.

Stockton people should be very proud of their Kodak finisher. Nathan Reiman has one of the most up to date plants in California. Just added a 6 tray Pako Gang Rocker and a set of 49 gallon tanks to his already extensive equipment. Reiman also carries full line of Kodak and Cine Cameras and large lines of art goods and greeting cards. Employs about nine in help, not counting his talented wife.

M. Hishida and Frank Kamiyama, two leading Japanese photographers of Fresno—are planning to come to convention in San Francisco in August.

Keystone Photo Co., Los Angeles, are making big changes in their plant. Getting ready for several big conventions.

They do all that work. Good photos bring results.

Eyer Powell of Los Angeles of News Service of same name took trip to New York during April. Business and pleasure were the main objectives.

C. F. Kohler, Broadway's photographer. Pardon me—South Broadway, Los Angeles, I meant. He and friend wife are taking a nice rest. Leaving for Germany and way stations, some time in May, and expect to be gone about eleven weeks. Must be money in photography.

-- --
H. L. Bush

R. J. Todd of Oroville reports that business has been good in the studio. During the hours that precede and succeed the sun he is developing a ranch on the outskirts of town. "It's lots of fun," he says.

The Cook Studio of Hollister was recently damaged by fire. Mr. W. B. Cook and son are re-fitting with new equipment. We are pleased to have assisted in the rehabilitation.

Mills & Mills of Sacramento have installed a Beattie Norma Studio Lamp. One by one they climb aboard the Beattie coach. Of the eight studios now in Sacramento, six have Beattie lamps.

Our Salesmen Tell Us ---

H. A. Staples of Chico is sporting a new Studebaker Commander. This makes the third car in three years for Staples.

Carol G. Land of Placerville is the star pitcher of the Home Town Baseball team. They say that his "in-drop" and "fade-away" curves are Big League stuff. It would seem that there is some connection between picturing and pitching. He does both things well.

H. L. Justus of Taft is recovering from an appendix operation. We found him at home, still a little unsteady on his feet, but "raring" to get back to the studio. Mrs. Justus has been doing justice to the essentials during his absence.

Lacy Gordon of Exeter surveys the remains of a fine car in his rear lot and swears that he is leading a charmed life. Returning from his studio recently on a foggy night he crashed into a train of freight cars at a dangerous crossing and completely demolished the car. He came through himself, unscathed.

--:--
R. E. Derby

At the meeting of the Northern California Association in San Francisco, April 8, two good speakers and the fellowship that goes with a good dinner made the evening worth while. Miss Anne Brigman made a very interesting criticism of the National Exhibit Pictures, and Mr. J. B. Parker of a local advertising firm, spoke of the value of photographs in his line. Discussion of the coming convention in August indicated that a lot of work was being done to insure complete success.

Charles Lamphere now has a new model A Ford car. One of his first trips was a ride over to the Sunderland

Studio, Oakland, where he is now employed.

C. W. Jones, formerly located at 633 Clement St., San Francisco, is now camera man for Coleman Studios, Oakland.

O. C. Hanson, organizer of the Master Photo Finishers in central California, died suddenly of heart failure on April 26.

Mr. Schreiner of Stroup & Schreiner, is a Shriner and has left for New York to join a group of Shriners who will attend a Shriner Convention in California. Stroup & Schreiner pictures will tell the story of the Schreiner trip and Shriner Convention.

Wendell Phillips had an exhibit of children's pictures on display at the California Camera Club during the first half of May. Mr. Phillips specializes on children and his pictures of the little folks are most interesting.

News has just reached us of the death of George L. Barrows, formerly well known in San Francisco. Mr. Barrows represented the Berlin Aniline Works, which later became Agfa Products, Inc. At the time of his death, Mr. Barrows was not actively engaged in photography, but was interested in its events.

There is an attractive profit in the sale of cameras and film. Many of our readers are well situated to display and sell both.

Hirsch & Kaye have attractive resale propositions to offer on Voigtlander, Eastman, Ica, Seneca, and Foth cameras. It will pay you to write for these quotations, NOW, before you forget

Discounts are also quoted on Eastman, Agfa, and Geveart Roll Film and Film Packs.

Voigtlander Heliar Lens



*Preferred for its
Versatility
The World Over*

AMONG the more painstaking photographers the world over, the Voigtlander Heliar F:4.5 Lens is considered the leader for studio work. It is preferred alike by the portrait and the commercial photographer—each of whom finds the quality he needs most incorporated in this ideal lens.

--:-- --:--

Heliar is the product of a world-renowned lens organization, established in 1756—pioneers of many of the best-known lenses and optical instruments in use today.

It is unrivalled for critical, brilliant definition, flatness of field, speed, and covering power. And it is popularly priced.

No.	Focus	Size	PRICE
3A	8 1/4 -inch	5 x 7	\$65.00
4	9 1/2 -inch	5 x 8	90.00
5	12 -inch	6 1/2 x 8 1/2	130.00
6	14 1/4 -inch	7 x 9	170.00
7	16 1/2 -inch	8 x 10	225.00
8	19 -inch	10 x 12	265.00
9	24 -inch	11 x 14	550.00

Hirsch & Kaye

Terms if desired

TAKE YOUR VACATION PROFITS

School will soon be out. Now is the time to extend your agencies to cover the summer resorts in your territory. Following picture makers in the summer is certainly a profitable pursuit.

Wherever you are, there is some place nearby where folks congregate during the warm weather. At the shore, in the woods, by the lakes, up in the mountains, or even down on the farm, snapshots are being made in quantities, daily, during the summer months.

Vacationists want to see the results of their activities while they are still on the ground and can enjoy them with their friends who may have come from remote places. Good roads and a delivery car make it possible to extend your territory temporarily so that this impatience "to see how they come out" may be satisfied. Make your plans now and be ready to start when the season opens.

A special trip to make contracts with possible local agents is decidedly worth while. If your connections are made, strengthen them and renew the relationship that has proved to be so profitable in the past. As summer time is snapshot time, help to make the enjoyment as complete as possible.

In some localities, you will find that the vacation output will fill in the end of the week and that the Monday and Tuesday level may be maintained for six days. Advertise your service at the summer places, identify it with quality, and you will have no difficulty in building up a worth while trade.

--:-- --:--

With his camera and plates
Went Hannibal Hack
To photograph lions:
He never came back.

—Defender Bulletin.

Special Rate Summer Sessions at Beattie School

DAY SESSIONS:

Intensive lighting sessions of one week each will be held in Beattie's Garden Studio, Hollywood, during the months of June, July, and August. Courses start Monday, June 17th; July 1st and 15th; August 5th and 19th. The course will include all lightings mentioned in the regular program herewith. Hours 9:30 A. M. to 3:00 P. M. Definite reservations should be made in advance.

NIGHT SESSIONS:

Every Monday, Wednesday and Friday, 8 P. M., during the month of September.

CORRESPONDENCE COURSE:

For the benefit of those who find it impractical to attend the lighting and negative making sessions in Hollywood Mr. Beattie has carefully worked out a course for correspondents. This course will embrace the work given in the regular day program and will consist of 8 x 10 prints, with direction and diagrams for making the lightings—together with instruction on composition and negative quality. Twelve perfect 8 x 10 negatives of the various lightings, made from subjects suitably chosen, have been selected for this course. The prints, on best quality portrait paper, will be mailed out—two prints at a time—at intervals of two weeks, for three months. Proofs, or prints, showing progress of correspondents, to be sent in every two weeks to Mr. Beattie who will make criticism and suggestions for correspondents' further instruction.

While Mr. Beattie uses the Beattie system of arc lights, the instruction to correspondents is so arranged as to be applicable to other systems of artificial lighting. Daylight, however, owing to its limitations, cannot be expected to produce a variety of effects equal to controllable lights.

The fee for Day, Night or Correspondence course is \$30.00.

BEATTIE'S HOLLYWOOD GARDEN STUDIO

6548 Hollywood Boulevard

--

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Hollywood, California

According to Prof. Paul D. Converse, University of Illinois, the average corporate life is less than six years, and from 45% to 50% of retailers vanish from the merchandising world in less than five years.

Before retail merchants were forced to file income tax returns, only one out of twenty-five of the smaller merchants kept books that would enable them to analyze their business. The others were running their stores by guess.

MR. DOOLEY ON "OPPORTUNITY"

"Opporchunity knocks at ivery man's dure wanst. On some men's dures it hammers till it breaks down th' dure, an' thin it goes in an' wakes him up if he's asleep, an' afterward it wurks f'r him as a night watchman. On other men's dures it knocks an' runs away, and on th' dures of some men it knocks an' whin they come out it hits them over th' head with an ax. But ivery wan has an opporchunity."—*Business Chemistry*.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

SPOTTING SILK EMULSIONS

Because of the embossed surface of silk and similarly patterned papers, the spotting ink should be in more liquid form than on the plainer surfaces. With a little practice, you will soon learn the exact consistency.

-- --

Applaud us when we run, console us when we fall, cheer us when we recover, but for God's sake—let us pass on!

CHROMIUM SQUEEGEE PLATES

These are a real advance in Squeegee plates. For producing superior glossy prints. Made of good quality white metal with extra heavy Chromium coating. Polished to a mirror-like surface. Try them and you will never go back to the old fashioned tins. Hi-gloss plates, 18 x 24, each \$3.50. Order today from

HIRSCH & KAYE

Stop Waste. Save Time, Money, Solutions. For best results install a **STERLING DEVELOPING TANK OUTFIT**

FIT For Roll Film and Circuit Work.
AMATEUR FINISHING OUT-

Made of the
**FINEST
PORCELAIN
ENAMEL**

THE BEST BY
TEST

ALL WATER-
JACKETED OUT-
FITS have washing
space with circulating
water around both
inner tanks for temp-
erature regulation.

COMPLETE
COMPACT
ECONOMICAL

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

Avoid Spurious
Tanks. Name "Sterling"
on Every Tank.

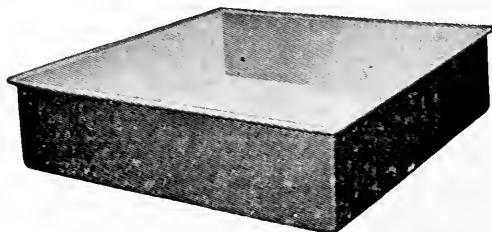
Two Sizes Commercial Outfits for Plates
and Cut Films.



Sizes No. 1 accommodates both 5x7 and 8x10 Portrait Hangers. Size No. 2 is built for 5x7's only.

-- --

White Enameled Fixing Baths



STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"

Made in 2 sizes.

5x12x42" hold 10 gallons

8x12x42" hold 17 gallons

Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.

Special Sized Tanks Made to Order on Request

BURIED SECRETS YIELD TO AIR CAMERA'S EYE

Air photography has opened up some remarkable fields entirely unexpected when it first began to be used for military purposes and for map making.

An air photograph of an English barley field has made an astounding disclosure. When developed the negative showed the field crisscrossed with straight white lines and strewn with squares and rectangles. At a glance it was seen that the barley field covers a buried Roman city.

The lines, not visible to a person standing in the field itself, are due to a slight shading of the color of the barley wherever it stands over buried walls or streets. In the photograph these lines make the streets of the lost town and its principal buildings catch the eye at once and the outlines of the forum and the basilica can be seen.

Now this forgotten Roman city is to be dug up and the method of discovery is being used widely in Britain to reveal not only more Roman remains than had ever been suspected, but the works of still earlier inhabitants. So sensitive has air photography proved in some places even the marks of prehistoric agricultural implements can be traced.—*San Francisco Chronicle*.

--:-- --:--

But when the One great Scorer comes

To write against your name

He writes not that you lost or won

But how you played the game.

Anon.

--:-- --:--

EVOLUTION

Rags make paper, paper makes money,
money makes banks, banks make loans,
loans make poverty, poverty makes rags.

--:-- --:--

"Most of the things worth having—books, music, scenery, sport, a holiday with a knapsack on your back, friendship, love—are to be had for little or no expenditure of money"—*Jerome K. Jerome*, author.

THE CINE VELOSTIGMAT f1.5 AND FILMO FOR KODACOLOR

The Cine Velostigmat f1.5 made by the Wollensak Optical Co, has been adopted by the Bell & Howell Co. as optional equipment on their Filmo Cameras for Kodacolor.

This lens has the exceptional color corrections, anastigmatic qualities, and extreme speed which adapts it admirably to color photography. After exhaustive tests at the Bell & Howell plant, the Cine Velostigmat f1.5 has proven most satisfactory for color work and is recommended by them as desirable lens equipment of the Filmo for Kodacolor.

Prompt delivery can be made. Dealers or owners of Filmo Cameras desiring to equip quickly for Kodacolor are requested to communicate with the Bell & Howell Company, 1801 Larchmont Ave., Chicago, Ill., for further information or write to Hirsch & Kaye.

--:-- --:--

**Plan to attend the P. I. P.
A. Convention in San Francisco,
August 28, 29, 30.**

--:-- --:--

PHOTOGRAPHS in ADVERTISING

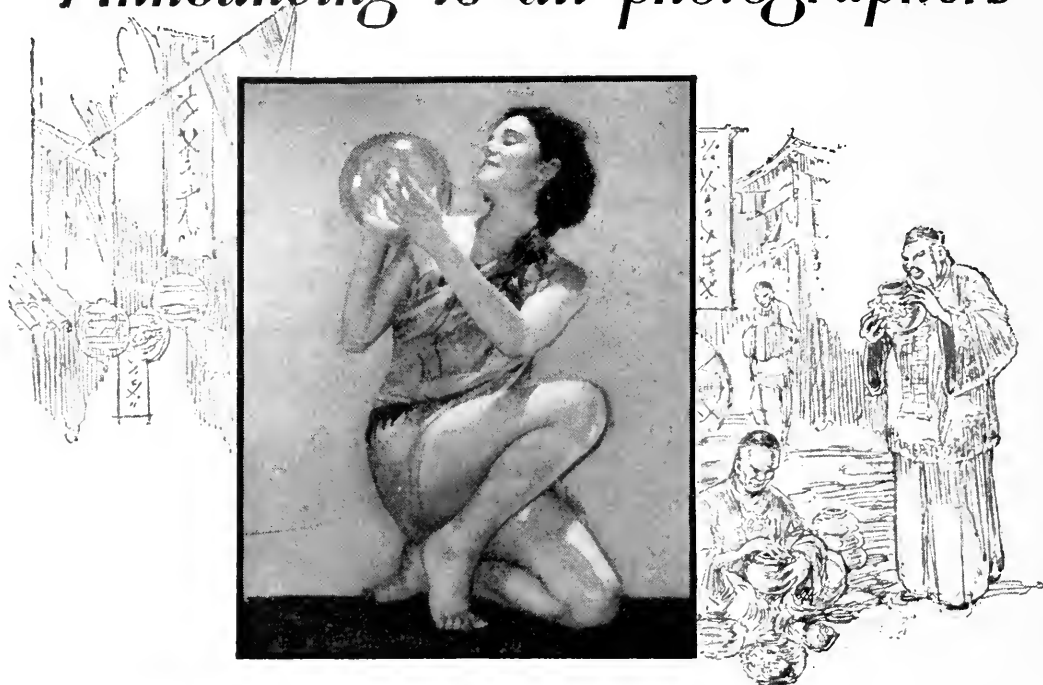
It looks as if the commercial photographer with creative ability is coming into his own. Pick up any newspaper of the better sort and count the advertisements using photographic illustrations especially made to fit the need. A casual observation of one evening paper showed thirty advertisements where from one to four models were used with the products advertised. A fine bunch of business for someone and it's on the increase all the time. Someone is doing the creative commercial work. It represents the difference between a negative at \$150.00 and one at \$2.50.

Which kind do you prefer to make?

--:-- --:--

Making the best of what you have is the first rule for getting ahead.

Announcing to all photographers



Porcelain Stipple *a new Agfa Ansco paper*

A beautiful specialty surface unique in its suitability to negatives large and small, and to a wide variety of subjects. An individual paper, neither dull nor glaringly brilliant in effect, but with a pattern in rich subdued sheen suggestive of fine porcelain from the Orient.

Supplied in White and Buff, double weight, at Cylko and Crystal Stipple prices. Available through independent stockhouses in May.

Correspondence invited

AGFA ANSCO CORPORATION
BINGHAMTON, N. Y.



"JERRY'S" CORNER

By HIMSELF

A friend of mine, said, Jerry, the folks gave me two tickets to the Civic Auditorium, want to go? Sure, says I, if it won't cost me anything. So we went.

We went upstairs and up and up till I thought I'd land on top of the City Hall dome. Ever been there? I mean the Auditorium.

There was a lot of people there but no body on the stage. I says to my friend, what is this anyway and he said its a sympathy concert.

After a while a lot of waiters came on the platform bringing their horns and fiddles. Some of the fiddles were bigger than others and had to be carried by their neck.

Then the head man came out and stood in a cage like a motorman. He picked up a stick to show he was boss and things got quiet right away.

They started to practice. First a few played a while and lost interest and stopped. Then others would try it a while. First this side, then that side. Believe me, they were a mean bunch to handle.

The big boy in front waved his stick but as soon as he turned his back, the slackers quit playing. He must have got sore, because he turned right around to one man what played a fiddle in the front row, and shook his stick at him. Gee. I bet he got scared because he played all by himself. I'd a been scared too.

I says to Harry, (he's my friend) lookee, thes two (2) bimboes whats expecting to go to heaven soon. There practicing on a harp. An the guy next to me gives me a dirty look. Reminds me that King Solomon played on a harp and called it a liar.

One of the men played his horn so loud he had to get off the stage and play in a room by himself. But I heard him just the same. In a few minutes, I saw him sneak back of the stage.

The fellow that got my eye was a drummer. A couple of times he fooled me. Instead of hitting his drum, he pingled a piece of silver like dinner was ready.

About this time I gets tired and close my eyes. The music started again, and boy, it was just like looking at a picture. First it was like a summer morning in the country. The birds was singing, and there was green fields, trees, and brooks and mountains.

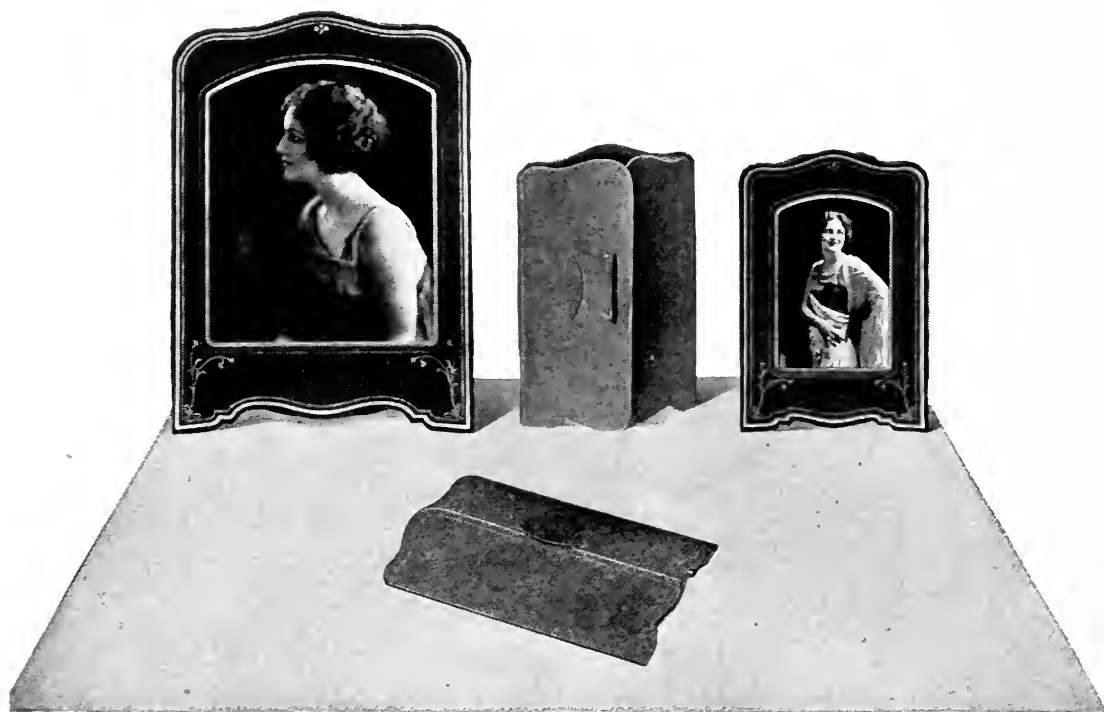
Then long about 10 o'clock it gets windy, and a big storm comes up. Wind and thunder—rain and lighting and everything.

The sun came out again, the birds sing, and alls well again till a bugle blows. I can tell that means trouble and sure enough a king or somebody comes along and they have a war. Gee, it was swell.

When I got home, I told my ma I wanted to be a trap drummer, but she says I didn't raise my boy to sell mouse traps.

JERRY.

Portraits Displayed in the Homes Help Studio Business



The BISCAYNE

Both of us—you as the photographer and we as manufacturers, are interested to keep portraits before the public. Seeing portraits means thinking of portraits—and thinking of portraits is the first step necessary to bring people into the studio.

This is one reason why a style like the BISCAYNE is desirable to feature. When portraits are delivered the flaps cover the print—as soon as opened the very look of the style—the die cut edges—suggest the setting up of the folder as an easel. The easel is quickly formed by simply folding flaps backward and locking them in place with the slot arrangement.

The style is for inslip prints. The extra (supporting) insert adds strength and a fine finish to the insert. The embossed design is tinted in silver on the Metal Grey and in gilt on the Darkle Neutral.

Sizes	4 x 6	5 x 7	6½ x 8½	8 x 10
Prices	\$10.50	\$12.50	\$16.50	\$18.50 per 100

Samples of both colors for fifteen cents and we will include, no charge, sample of the DAYTONA, the same style for horizontal portraits.

SAMPLE OFFER SS-66

Taprell, Loomis & Company

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America

NEWSREELERS

At Daytona Beach, Fla., in front of a crowd kept in safety by marshals, some newsreels photographers pointed their cameras at the snouted White Triplex car roaring toward them at 202 m. p. h. over the hard sand. The car swerved. Driver Lee Bible lost control. The car somersaulted prodigiously toward the cameras. When it lay still, Driver Bible, thrown far away, and one of the photographers, a big fellow named Charles Traub, crushed by three tons of pitching steel, were dead. The film of the accident, complete in Traub's camera, went out at once to Pathe exhibitors.

Once the staid recorders of fires, parades, baby-shows, and ship launchings, newsreel photographers are now famed for the risks they take.

Other photographers who have suffered or barely escaped violent fates:

Karl W. Fasold (Pathe). He turned his crank while Racer Frank Lockhart's car, upset by a blow-out in a time trial last year, somersaulted over his head in one of its giant bounds.

Fatty Randolph (International) kept cranking when a flood in Washington had torn from the bank an ice-floe on which he was standing. Neither his camera nor his body were ever found.

Louis Hutt (Paramount) did not drop his camera when the propeller of a plane on the wing of which he was riding cut off part of his hand.

Russell Muth (Fox) turned the crank through volcanic gas dizzied him and the woman pilot who was steering his plane round the crater of Vesuvius. As the plane hit a tree near the rim of the crater, he saved his pictures by throwing the camera into some brushwood.

Thomas Baltzell (Pathe). Marooned on a wrecked plane for twelve hours when his flight from Manhattan to Rio de Janeiro was interrupted, he got pictures of the wreck.

E. J. Kaho (Fox) took a film of Mexican Guerilla Pancho Villa. Villa demanded the picture or Kaho's life.

Kaho gave him raw film, escaped with the real one.

C. T. Pritchard (Pathe) risked death dozens of times for pictures. He was killed by a Ford while crossing Michigan Ave., Chicago.

Cliff Perry (Fox) went home to wash up after shooting a jailbreak in Miami. He was electrocuted by the heater in his bathtub.—*Time*.

—:—:— DISTRACTION

—:—:—
APOLOGIES TO CRISTEL
HASTINGS

*HOW can I work on Focus
Whose many lines somehow run
Together into rivers
That laugh beneath the sun?*

*HOW can I write long columns
Of thoughts while a tree
Keeps tryst with winds that whisper
Wild messages to me?*

*SOMEWHERE a flowered meadow
Sends incense to me here.
As in a dream I hear the sounds
Of city traffic near.*

*THE sweet winds find my windows
And bring their dreams inside;
How can I work on Focus
With whispering winds outside?*

—:—:—
Plan to attend the P. I. P.
A. Convention in San Francisco,
August 28, 29, 30.

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue

SAN FRANCISCO

Room 420 - Phone Prospect 476

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*Satisfaction guaranteed
Reasonable prices*

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F A B E R

"Castell" Pencils

Are used by skilled retouchers

*We can supply a pencil for every purpose for
any negative*

Faber "Castell" Pencils, ea. 15c, doz. \$1

Faber Lead Holders, with lead, each 40c

Extra Faber "Castell" Leads 10 Cents

Order an Assortment Today



Need Lamps?

Most likely you do.

All sizes and styles
can be ordered
from

Hirsch & Kaye

Rightway Retouching Studio

Specialize in

Effective Retouching and Artistic
Coloring

One day mail order service

Satisfaction guaranteed

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SAN FRANCISCO, CALIF.

EXPERT RETOUCHING

for

Portrait and Commercial Photographers
Etching, Blocking and Negative Work.
Miniature Coloring on Porcelain, cellu-
loid or paper.

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FRUITVALE 3894-J

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At home, or in your
studio

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TELEPHONE—WEST 8327

Professional

Retouching Done

Studios can increase their business by

QUALITY RETOUCHING

Get our proposition

Albuquerque Photo-Art

424 No. 3d

NEW MEXICO

Bargains for the Photographer

No. 15-23—15-inch Eastman Metal Trimmer.

Bargain Price \$12.50

No. 16-23—No. 1 Eastman Printer.

Bargain Price \$13.50

No. 17-23—No. 1 W & W Safe Lamp with No. 0 Safe Light.

Bargain Price \$5.75

No. 18-23—Century Folding Retouching Desk.

Bargain Price \$3.25

No. 19-23—Century Negative Drying Rack.

Bargain Price \$1.65

No. 20-23—Kodak Dry Mounting Press without Tacking Iron. Electric heated.

Bargain Price \$39.50

No. 21-23—No. 1 R O C Fixing Box.

Bargain Price \$3.75

No. 22-23—5 x 7 E K Steel Enameled Developing and Fixing Box with floating Lid and Cover.

Bargain Price \$4.00

No. 25-24—Portrait Film Washing Tank.

Bargain Price \$2.95

No. 26-24—Halldorson Home Portrait Flash Lamp without Igniter. Outfit includes Stand.

Bargain Price \$9.50

No. 27-24—F & S Enlarging Easel.

Bargain Price \$9.50

No. 28-24—Ingento Enlarging Easel. Fair Condition.

Bargain Price \$1.95

No. 24-24—Cooper Hewitt M Tube with Stand.

Bargain Price

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You need these for technical information and to study the pictures reproduced.

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American Annual, paper cover	\$0.95
American Annual, cloth cover	1.50
British Journal, paper cover	.65
British Journal, cloth cover	1.00
Japanese Annual	1.00
(Printed in Japanese and English)	2.00
Photograms, cloth	2.00

10-gallon Sterling Tank outfit—water jacket. Developer and Hypo Tanks. Complete.

Bargain Price \$42.50

Beattie Odetta Flood Light. 110 volt A.C. Fine condition (Terms if desired.)

Bargain Price \$95.00

INFORMATION

Pacific International Photographers Association

CONVENTION

San Francisco Exposition Auditorium

August 28, 29, 30

Official Headquarters

Hotel Whitcomb

TENTATIVE PROGRAM

Charles Kaufman of Kaufman-Fabry, Chicago
Commercial and Illustrative

and possibly

Charles Aylett, Toronto Canada—Portrait
George Harris of Harris & Ewing, Washington, D. C.

Chet Coffey, Portland—Photo Finisher

Gabriel Moulin, San Francisco

Ralph Young, San Francisco

Haig Patigan—Artist and Critic

Maynard Dixon—Artist and Critic

DISPLAYS: Cards for Window Displays; Display at Lobby of Hotel Whitcomb; Announcements Furnished Members for Inviting Public to Dealers' Exhibit; Rotogravure Page--Each Member Permitted to Submit Prints. Selection to be Made by Chronicle Editor.

D U E S

ACTIVE MEMBERS	- - - - -	\$10.00
PARTNERS AND DEALERS	- - - - -	5.00
EMPLOYEES	- - - - -	2.50

PLAN TO ATTEND

Here's a Pencil for Every Purpose!
Blaisdell Pencils will appeal to you.

Number	Price each
852 - Black Negative Marking15
855 - Black Photo Spotting15
1 - Lt. Brown Sepia Spotting15
2 - Dark Brown Sepia Spotting15
168 - Blue, Glass Marking15
169 - Red, Glass Marking15
156 - White15
273 - Skin Marking, Black15
269 - Skin Marking, Red15
266 - Skin Marking, Brown15
856 - Sepia Spotting15

Please specify when you order.

-- --

WHEN FILM MAY BE SAID TO BE WELL PROTECTED

Charles E. Bell in the American Cinematographer describes how he packed 30,000 feet of standard film so that seven months later after a strenuous exploring trip into equatorial Africa he delivered to the Eastman works the entire amount safely exposed and afterward protected.

The 200-foot rolls of negative were wrapped in the usual black paper and placed in the usual tin cans. Then five of these cans were put into a larger tin can and hermetically sealed. This 1,000-foot can was placed in a cardboard carton and four of these put into a special tin container and also hermetically sealed. This tin was placed in a light wooden box, and in turn into a heavier wooden box, with excelsior packed between the two boxes. The thirteen packages weighed fifty pounds each.

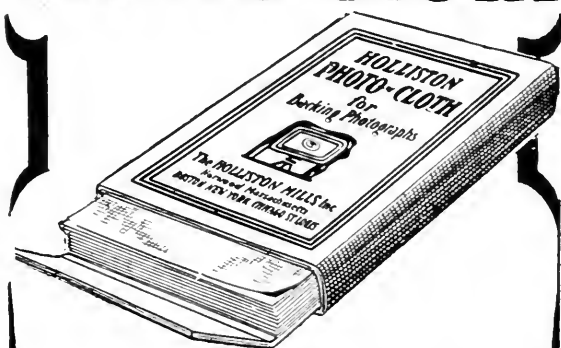
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Try the idea of framing up one copy of each good picture you take. Show this framed photograph to the customer. In most cases you will be able to sell him on the idea that this is a convenient way to preserve the picture in a more permanent fashion. This can be done especially with photographs of children.

-- --

PLAN TO ATTEND THE P. I.
P. A. CONVENTION IN SAN
FRANCISCO, AUG. 28-29-30.

HOLLISTON PHOTO CLOTH



Speedy, economical, convenient, self-adhesive, 7 standard sheet sizes, convenient packages, is not gummed, does not curl, does not fray, has no odor, not affected by heat, cold or dampness, no fuss, no muss, reasonably priced. **GUARANTEED!**

{ Made in white, grey and blue
with one side adhesive and also
in white with both sides ad-
hesive. Furnished in standard
sheet sizes, packed in hardy
cartons and in rolls 36 in. wide. }

HOLLISTON PHOTO CLOTH

Prices Per 100 Sheets

In packages of 100 and 500 Sheets
(Minimum Order 100 Sheets)

SIZE	100	500
	Sheet or More	Sheet
9 x 12	\$2.50	\$2.25
12 x 12	2.85	2.55
11 x 14	3.65	3.30
12 x 18	5.00	4.50
18 x 24	9.70	8.75

PRICES PER YARD IN ROLLS

Rolls are 36 ins. wide and approximately 40
yds. in length

(Minimum Order 10 Yards)

10 yard rolls	\$ 3.00
40 yard rolls	11.25

Above sizes carried in stock by

HIRSCH & KAYE

Your logical source of supply

-- --

Fortunate is the man who learns a lot
from a little experience.

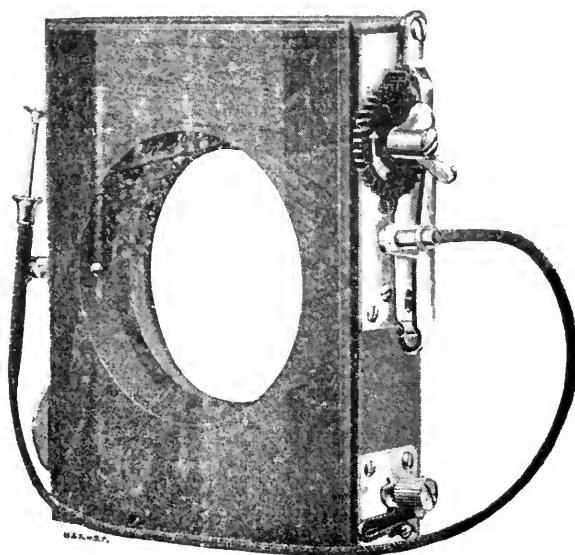
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The road to perdition is never closed
for repairs.

-- --

If the other fellow can, you can; be-
cause to the other fellow you are the
other fellow.

The Barre Roller Blind Shutter



This is the most efficient form of shutter, as the illumination is equal all over the plate, and there is no vibration. The body is finely polished mahogany, the metal parts being heavily nickel plated. Speed ranges from 1-15 to 1-90 second. Can also be set for time. Made in two models. No. 1 fits on the hood or front of the lens; No. 2 is of the behind-the lens type, and screws on the outside of the front board.

PRICES

1½ inch\$5.00	2⅞ inch\$7.00
1¾ " 5.25	3⅜ " 8.50
2⅛ " 5.50	4 "10.25
2½ " 5.75	4¾ "12.25

OPTIMO SHUTTER

The utility of any high speed anastigmat is increased by having it fitted with a shutter that has ultra rapid exposures necessary for speed photography.

The Optimo shutter in addition to T. and B. exposures has a range of speeds varying from 1 to 1-300 second. It is a setting type of shutter, and the revolving action of the leaves affords maximum illumination and speed.

No.	Light Open'g	Light Open'g	Price
1	3-4 in.	1 1-16 in.	15.00
1a	15-16 in.	7 7-32 in.	17.00
2	1 in.	1 15-32 in.	17.00
3	1 3-8 in.	1 7-8 in.	20.00
4	1 3-4 in.	2 9-16 in.	22.50

Prices include flange and wire release.

In addition to these shutters we can supply others, of which we will gladly send catalogues on request.

THE NEW SILENT STUDIO SHUTTER

The CONLEY SILENT STUDIO SHUTTER has been very popular with photographers for a number of years on account of its silent opening.

The only criticism that has been offered is, that it was necessary to change the rubber discs occasionally and the use of the shutoff when it was desired to have the shutter remain open. In the New Silent Shutter these two objectionable features have been eliminated without altering the silent features.

All sizes of the NEW shutters have been in use in some of the leading studios for a number of years and are giving perfect satisfaction.

The New Silent Shutter is operated with a large brass pump, in place of the rubber disc. Another improved feature is the eccentric spring lever which holds the shutter open without the use of the shutoff. This permits the use of the large open end bulb which is preferred by most of the expert operators. The opening and closing of the shutter is accomplished with one hand.

Size of Opening	Size of Board	
2 -in.	4 x 4¾ ins., single wing	\$ 6.00
2½ -in.	4½ x 5½ ins., single wing	6.00
3 -in.	5¼ x 6¼ ins., double wing	6.50
3½ -in.	5¾ x 6¾ ins., double wing	7.00
4 -in.	6¼ x 7 ins., double wing	7.50
5 -in.	7¼ x 8¼ ins., double wing	9.00
4½ -in.	6¾ x 7¾ ins., double wing	8.00
5½ -in.	7¾ x 8¾ ins., double wing	10.00
6 -in.	8¼ x 9¼ ins., double wing	11.00

No. 0 Double Neck Bulb and 5 feet
Tubing85

No. 0 Double Neck Bulb with con-
nection only55

Red Rubber Tubing, per foot06

Studio Shutter

Here is an ideal studio equipment, a between-the-lens type of shutter that is practically noiseless. It has a bulb exposure only and lever at top to open for focusing.

Exposures of any duration longer than one-fifth second may be had by maintaining pressure on wire release supplied.

1	2 1-16 in.	2 13-32 in.\$15.00
2	2 7-16 in.	2 15-16 in. 17.50
3	2 15-16 in.	3 13-32 in. 20.00
4	3 1-2 in.	3 29-32 in. 22.50
*5	4 1-8 in.	4 1-2 in. 25.00

*With bulb and tube only.

No flanges supplied on Studio Shutters.

DEFENDER FILM PANCHROMATIC

*For correct interpretation of
color value and contrasts.*

Used without color filter and under usual artificial light exposure DEFENDER Panchromatic Film displays a notable speed. Its fidelity to the color scale is therefore at the service of the Commercial Photographer in many tasks where ordinary plates or film would usually be employed.

Used with standard filters DEFENDER Panchromatic Film gives the maximum of color recording value.

The Defender Film negative is crisp, brilliant and beautiful in gradation and print quality.

"THE 'PAN' NEGATIVE IS BETTER"

Write for name of nearest distributor

**Portrait
Panchromatic
Commercial Ortho**

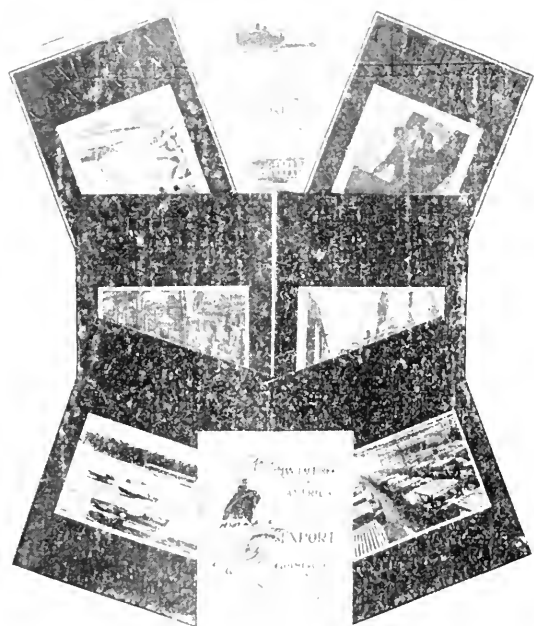
DEFENDER FILM

Is manufactured exclusively for Defender
by DuPont-Pathe Film Mfg. Corp., New
York City.

Manufactured by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.



Non-color-sensitive Film



Commercial Panchromatic Film

COLOURS OF COVERS

Red Light blue Green
Dark yellow Yellow
Red Light blue Dark red

To translate the color contrasts of several objects into the tone contrasts of a photograph so that they will approximate what the eye sees and give a pleasingly satisfactory result—this is one of the greatest problems of the commercial photographer. It is especially true when the colors involved include red, blue, green and yellow.

The illustrations show a difficult group of colored magazine covers. Mr. Philippi, of the Philadelphia Commercial Museum, solved his problem with Eastman Commercial Panchromatic Film and a Wratten G Filter.

You have problems as difficult and can solve them as well with these materials. Ask for the booklet, "Color Films, Plates and Filters," free on request.

EASTMAN KODAK COMPANY

ROCHESTER, N. Y.

All dealers'

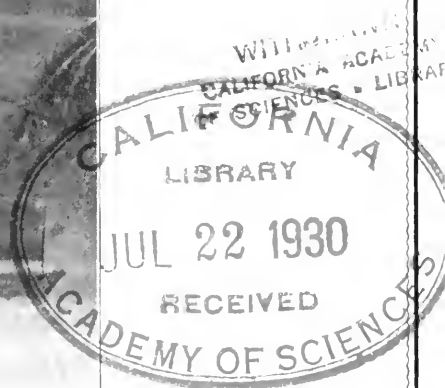
THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume V

JUNE, 1929

No. 6



Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Out of the Dark

with



Pinacryptol Desensitizers

They save your eyes

These famous Agfa desensitizers—a contribution of advanced technical research—enable the photographer to develop his plates and films in bright yellow light, thus controlling the quality of his negatives with greater certainty and eliminating eye-strain from the use of the deep red or green safelights so long considered a necessary evil.

Pinacryptol Green and Pinacryptol Yellow, the use of which is supremely simple, make developing a pleasure, and assure better results. Once used, they become a necessity in the dark-room.

Agfa Pinacryptol Green

This is a particularly excellent desensitizer for general use with uncorrected and orthochromatic plates and films. After the negative has been immersed in Pinacryptol Green it can be transferred to the developer, and developing conducted by eye-saving yellow light (such as is safe for slow developing papers like Noko and Professional Cyko).

Agfa Pinacryptol Yellow

The recommended desensitizer for Agfa Color Plates, also for panchromatic emulsions in general. In solution it is almost colorless. After the negative has been immersed in Pinacryptol Yellow, development may be conducted by clear red light, as used for bromide paper, eliminating the need for green safelight glasses.

PRICE LIST

Pinacryptol Green		Pinacryptol Yellow	
1 gram (15 2/5 gr.)	\$1.60	1 gram	\$1.20
2 grams	2.75	2 grams	2.20
5 grams	6.50	5 grams	5.00
10 grams	12.00	10 grams	10.00

The above are dry powdered. Pinacryptol Green is also supplied as a concentrated stock solution (1:500) in bottles containing 100 ccm. for dilution to about one quart ready for use at, per bottle, \$1.00.

*Develop in comfort. Save your eyes.
Come "out of the dark" with Agfa Desensitizers.*

AGFA ANSCO CORPORATION
BINGHAMTON, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Vol. V

JUNE, 1929

No. 6

: IN THE PROFESSION :



"He was soon back."

Kenny Kilburn

This is written on the 100th anniversary of the writing of "Home Sweet Home," and as we write about Kenny Kilburn, we are reminded that there is no place that takes hold of a man like his home town.

Kenny Kilburn was born in Eureka, Calif. If you have not journeyed over the Redwood Highway, you cannot understand the appeal of the Humboldt redwoods, the smiling hills, the streams and the coast line. We suggest the trip for your vacation, enroute to or from the Convention next month.

When only seven years old his parents took him to Hollywood, where he lived until he was sixteen. Then he came to San Francisco, remaining here till 1912 when he returned to Eureka. He enlisted for service overseas, in 1917, and was assigned to the air service where he remained until the end of the war.

Out of the army, he was soon back in Eureka, where he is now located permanently. He was married to a Eureka girl, Miss Florence Butler, on May 6 of this year, and we have evidence of this in a notation inadvertently made on a communication he has just sent to us, for we find a memorandum of butter, eggs, bread, lettuce, berries, cream, as well as *Pictorial* and *Delineator*. Every married man knows just how these things will happen.

His first professional experience came

in 1910 with the old Gaumont Company as newsreel photographer. Since then he has been with Selig, Pathe, Fox, and Kinograms. It is Kinograms that he now represents.

He likes radio and is a good electrician. When we asked him for his picture, he promptly produced one and it was made on Monokrom paper, which shows that he is in step with modern events.

So here's to much happiness to the newlyweds and may Kenny continue to tell the world about the beauties of Humboldt County.

Without work no amount of talent, no amount of influence, will carry a man very far in this world. I am amazed at the point of view of some modern young men. They look at the successful men of the day as if they supposed success to be an easy matter—giving rich gifts and requiring little in return. I wonder what they would think if they could see the average day's program of one of the men they envy? Theodore Roosevelt left a correspondence that of itself involved more work than the average man does in his active life. Yet it represented only a small part of his activities.

The higher men climb, the longer their working day. And any young man with a streak of idleness in him might better make up his mind at the beginning that mediocrity is to be his lot. Without immense, sustained effort he will not climb high. And even though fortune or chance were to lift him high he would not stay there. For to keep at the top is harder, almost, than to get there. There are no office hours for leaders.

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The Better PHOTO SULPHITE



Fine granular salt
Free running
Easy to weigh
Makes crystal clear solutions
Unequalled purity
Absolute uniformity
Better final results

❖
One of the
"Physically and
Chemically
Perfected Photo
Chemicals"
by
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Gives these

Advantages with

No Extra Cost

❖
SINCE we first made the improved Sulphite
it has been endorsed by the leading studios
of the country.

If you have never used it there is a revelation in store
for you. Specify Mallickrodt on your next order to
your stock house.

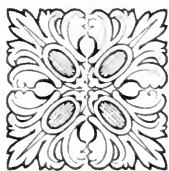
¶ Our new Handbook of Photo Chemistry is now ready ¶
Write for your copy -:- No Charge

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Things you should know---



SOME THINGS YOU SHOULD NOT DO—AND WHY!

You should not keep or use sodium sulphide anywhere near stocks of plates or paper. It is not an uncommon procedure to sulphide-tone prints in the printing room, where paper may be stocked. If this is done, the fumes from the sulphide will penetrate the wrappings of any sensitive material in reach, and cause endless trouble with spots and patches of fog. The results are much the same as when the materials are stale.

You should never lay out wet prints on any paper other than prepared blotting. This is sometimes done when a big batch overflows the usual drying space, and when damping down prints, for wet mounting. It may be fatal to the permanence of your prints, most papers being bleached with chemicals which are not thoroughly washed out, the residues of which will have deadly effects on any print placed on it when wet.

You should never use a freshly-made solution until all the constituents have dissolved. I have often seen this done, especially with developers when the sulphite and carbonate refuse to dissolve. The idea seems to be that a little longer development will make up for the solution being "weaker." If some of the ingredients have dissolved and some have not the proportions will be all wrong; you may get such rapid action as to produce chemical fog, or you may find the developer so restrained as to be useless. The varying results are too

often put down as errors in exposure.

You should not think that the faster the water flows through a washer the faster are the plates being freed of hypo. As a matter of fact a gentle stream is much more quick and effective in its results than a miniature Niagara. Only a small part of the Hypo you wish removed is on the surface of the negative, the greater part is deep down in the film itself. A quick flow of water will pass over the surface of the film, and hardly penetrate at all, while a slow stream will penetrate, soak up the hypo, and carry it off.

You should not allow spilled solutions to "dry up" on the floor or bench. It is not only that they will rot the wood, but almost every solution used in photography will, if evaporated in this way, deposit tiny crystals of its solid contents; these crystals are remarkably light and will soon be stirred up and float in the air of the darkroom until they find a convenient resting place, as often as not on a sensitive plate, with the result of mysterious spots. For the same reason never leave a spoiled print or negative saturated with solution to dry in the darkroom; either wash it free of chemicals or else put it outside at once.

Mallinckrodt's third issue of the "Handbook of Photo Chemistry" is now ready. Write to us for a free copy if you haven't received one direct from them. It includes a simple but complete explanation of the chemistry of development, fixation, toning, intensification and reduction. A directory of the film, plate and paper manufacturer's formulas is also provided, together with many tips as to how to avoid the more common troubles experienced in the finishing processes.

Special Brands for Special Work

Each brand of plate produced by Hammer has its special use.

Make your work easier, your prints better by first selecting the brand best suited for the job at hand.

Photographers have increased their business by following suggestions in portfolio that will be mailed you free on request.

*Superior merit will be found
in resulting prints.*



Hammer Dry-Plate Company

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New York City

PROBUS

PROBUS is a preservative paint or varnish manufactured especially for photographic purposes. It will not affect the most sensitive solution and is impervious to the action of any of the chemicals used in photography. Applied to wood, fibre, or similar compositions, tin or iron, it renders the material proof against water, acid, alkali, and rust.

PROBUS lends itself splendidly to the home production of wooden trays, sinks, and similar receptacles used in photographic workrooms. Used as a paint for shelves and floors, it means a clean, dry, dark room. A half pint trial tin sells for 45 cents and will save almost as many dollars.
Pint 80c, Quart \$1.25, Half Gal. \$2.05
One Gallon \$3.75, Five Gallons \$16.75

Hirsch & Kaye
239 Grant Avenue

ALBO

gets all the silver from your
Hypo Solution
THE IDEAL PRECIPITANT
—Clean, odorless, speedy,
complete recovery
\$3.00 for 5 Lb. Can
Full directions enclosed

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**Wildberg Bros. Smelting
& Refining Co.**
SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

DISTRIBUTED BY
HIRSCH & KAYE

Monkey Business in Tennessee

How would our readers like to operate their studios in a State which imposed a tax of ten per cent of the sale price on all photographs on which the sale price including the mounting or folder was more than two dollars a dozen? It sounds ridiculous, of course, but that is exactly what the Tennessee Legislature tried to make into law early in April and, because of the swiftness of the action, succeeded in getting to a second reading before the photographers of the State even learned what was going on. The Memphis Association heard about it first, and promptly wired one of their members, Thomas Southworth, who happened to be spending a vacation in Nashville, where upon Mr. Southworth promptly proceeded to make himself busy as a lobbyist. Whether or not his efforts have been successful in preventing the passage of the bill we shall not know until a later issue, but so pernicious is the bill that we are printing it in full. These things frequently occur in cycles. It is entirely possible that attempts to pass similar legislation will be made in other states, and photographers should be on the watch for them. Here is a situation where the Photographers' Association of America should be in a position to function valiantly and to good purpose!

SENATE BILL NO. 1126

Cummings & Abernathy

P I R 4-5-29

AN ACT TO PROVIDE REVENUE FOR THE STATE OF TENNESSEE BY IMPOSING A SPECIAL TAX OF TEN (10%) ON FINISHING PHOTOGRAPHS WHICH ARE SOLD FOR MORE THAN TWO (\$2.00) DOLLARS PER DOZEN AND TO PROVIDE FOR THE ENFORCEMENT OF SAID ACT AND TO PROVIDE PENALTIES FOR VIOLATION THEREOF.

SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, That there is hereby imposed a special tax of ten (10%) per cent of the sale price of all photographs made, finished, and or sold in this state when the sale price including price of the folder is more than two (\$2.00) dollars per dozen.

SECTION 2. BE IT FURTHER ENACTED, That all persons, firms or corporations making, finishing or selling photographs in this state where the sale price is more than Two (\$2.00) Dollars per dozen which shall be computed by including the price of the folder as well as the price of the photograph and or card, shall pay a special tax to the State of Tennessee of Ten (10%) per cent of the sale price of said photographs, the payment of which shall be evidenced by a state revenue stamp to be attached before said photographs are delivered and which stamp shall be procured from the Commissioner of Finance and Taxation of the State of Tennessee or from his duly authorized agent or agents in the State of Tennessee.

SECTION 3. BE IT FURTHER ENACTED, That any person, firm or corporation violating the provisions of this Act by failing or refusing to attach the stamp as herein provided, before delivering said photographs shall be guilty of a misdemeanor and upon conviction thereof shall be fined not less than Twenty-five (\$25.00) nor more than Fifty (\$50.00) Dollars and imprisoned not more than Thirty (30) days for each offense in the discretion of the trial court.

SECTION 4. BE IT FURTHER ENACTED, That all revenue derived under the provisions of this Act shall be paid into the State Treasury by the Commissioner of Finance and Taxation and shall be credited to the General State Fund.

SECTION 5. BE IT FURTHER ENACTED, That this Act take effect on the first day of May, 1929, the public welfare requiring it.—(Abel's Photographic Weekly.)

For Perfect Pictures

Gevaert

(Call it  Gay-vert)

Super Chromosa

The new Gevaert Plate for speed work

Portrait Bromide

An Enlarging Paper Par Excellence

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

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*Manufacturers of Photographic Products for
more than a third of a century*

All Gevaert Products for Sale by Hirsch & Kaye, San Francisco

Fresh Stock

Prompt Shipments

Service

Dependable Merchandise

Low Prices

EASTMAN "TALKIES" FILM IN APPROPRIATE COLORS

The problem of making talking movies in natural colors is not yet solved, but Lloyd Ancile Jones of Eastman Kodak Laboratories told the Society of Motion Picture Engineers that Eastman had evolved a process for tinting whole scenes of talkies.

For salability, the Eastman tinting is described as giving scenes "colors conforming to their emotional content." Two makes of talkies (R.C.A. and Western Electric) have their sound records on the edges of the films. Hitherto, if a film was tinted it interfered with light passing through the sound track, distorted the sound. Experiments were made with tinting only the visual portion of the film. The method was successful, but expensive. Then efforts were bent to securing tints that would not affect the light passing through the sound record. This has been achieved so that there is hardly any perceptible difference between the sounds coming through films having different tints.

Talkies will now be available in the following mood-colors worked out at the Eastman Laboratories: 1) *Rose Doree* ("sensuousness and passion . . . amorous, romantic and exotic"); 2) *Peach-blow* ("feminine beauty . . . the glow of life"); 3) *Afterglow* ("dawn and sunset scenes, interiors of luxury"); 4) *Firelight* ("intimate home relationships, mild affection"); 5) *Candleflame* ("mild mood reactions . . . feelings of coziness, comfort . . . peace and plenty without opulence"); 6) *Sunshine* ("mildly stimulating"); 7) *Verdante* ("youth, freshness, unsophistication, innocence . . . only slightly warm, but definitely not cold"); 8) *Aquagreen* ("cool lakes in the northwoods"); 9) *Turquoise* ("peace, tranquility . . . calm tropical seas"); 10) *Azure* ("sedate, reserved . . . slightly gloomy"); 11) *Nocturne* ("night shadows, despair, underworld"); 12) *Purplehaze* ("pronounced cooling effect"); 13) *Fleur-de-lys* ("pomp, dignity"); 14) *Amaranth* ("approaching sensuality and abandon"); 15) *Caprice* ("hilarious pink, carnival moods"); 16) *Inferno* ("burning buildings, panic, anarchy").—*Time*.

A MUTUAL GOOD TURN

There are many ways, especially in the smaller communities, in which photographers can build up good will for themselves and make their studio a popular place.

In every city, town or village are Boy Scouts, who are continually passing tests for Merit Badges. Photography is one of the objectives of these boys and a professional photographer is required to pass on their work.

Get in touch with the local or district council that has charge of Boy Scout activities in your town and offer your service as Photographic Merit Badge Examiner. You'll be helping the boys and they will help you.

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**Plan to attend the P. I. P.
A. Convention in San Francisco,
August 28, 29, 30.**

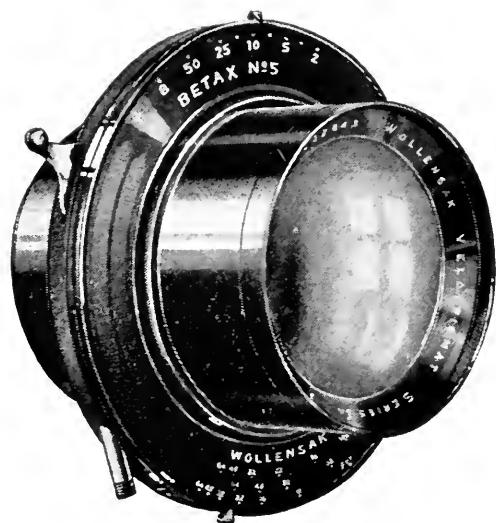
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DISCONTINUED

The following Eastman papers are now discontinued:

Azo B Single Weight
Azo D Single Weight
Velox Portrait Single Weight
Velox Carbon Single Weight
Velox Velvet Double Weight
Vitava Athena F
Vitava Athena T
Vitava Alba all Single Weight
Vitava Alba B 3 Double Weight
Vitava Etching Brown D
Vitava Zelta
Vitava Rapid Black G
Vitava Rapid Black L
Vitava Rapid Black E Smooth
Eastman Bromide Standard
Eastman Bromide Velvet
Eastman Bromide Brilliant Velvet
Eastman Bromide Enameled
Eastman Bromide Matt Enameled
Portrait Bromide D Rough Matte
Portrait Bromide E Rough Matte
Portrait Bromide T
All Backing Paper
X-Ray Positive Paper
Solio
P. M. C. Post Cards

The Series Ia Velostigmat f6.3--f7.7 for Banquet Cameras



The Series Ia Velostigmat

Equivalent focus $4\frac{3}{4}$ " to $17\frac{1}{2}$ "

Single combinations range from $8\frac{1}{4}$ " to 31"

Besides being a highly corrected convertible anastigmat, the Series Ia Velostigmat has an exceptionally large circle of illumination that makes it ideal for banquet cameras. Table shows shortest foci recommended for the various plate sizes listed.

No.	Size	Equiv. Focus	f. Speed	Plates Covered With Smaller Stop
3b	5 x 8	$8\frac{1}{4}$ "	6.8	7 x 11
3c	5 x 8	$8\frac{3}{4}$ "	7.7	7 x 11
4	$6\frac{1}{2}$ x $8\frac{1}{2}$	9"	6.3	5 x 12
4a	$6\frac{1}{2}$ x $8\frac{1}{2}$	10"	6.8	5 x 12
4b	$6\frac{1}{2}$ x $8\frac{1}{2}$	11"	7.7	5 x 12
5a	8 x 10	13"	6.8	7 x 17
6	10 x 12	14"	7.7	8 x 20
6a	10 x 12	$14\frac{3}{4}$ "	6.3	8 x 20
7	11 x 14	$16\frac{1}{4}$ "	6.8	12 x 20

Other sizes not listed here will cover larger plates at smaller stops.

If you want certain success—give the Series Ia a trial.

WOLLENSAK OPTICAL CO.
Rochester, N. Y.

Manufacturers of quality photographic lenses and shutters since 1899

Here's Quality!

A photographer in Oakland was offered some Mallinckrodt Sodium Sulphite and Carbonate that had been purchased at an auction. This led to a discussion as to the age of the chemicals, as the labels were discolored.

The vendor stated that in 1902 a studio in northern British Columbia had failed and he had purchased the entire stock, equipment and fixtures. Practically everything had been sold long ago, except about 50 lbs. each of these chemicals. The books of the studio were produced and a check on the labels later showed that the chemicals had been made at least 27 years ago. Incidentally, the same books revealed items of interest, such as expenditures for electricity and food for dog teams, the latter, no doubt, the equal to the average photographer's expense for gasoline.

When tested, the chemicals were in excellent condition and easily usable. A roll of Eastman Bromide paper, made by Kodak Ltd. of similar age was also offered and exposed, and found to produce fairly good pictures.

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The Front Page

Refer again to the front page of this issue. The charming picture of the little boy was made by Mr. Beattie, with a Beattie Odeta Flood-light. The boy is Guy Stockton, Jr., whose daddy is camera man in a Hollywood studio.

Can you make negatives like this? Beattie Lamps and Reflectors, furnished by Hirsch & Kaye will help you. Catalogue sent on request.

-- --

"When men are rightly occupied, their amusement grows out of their work, as the color petals out of a fruitful flower; when they are faithfully helpful and compassionate, all their emotions are steady, deep, perpetual and vivifying to the soul as is the natural pulse to the body."

—JOHN RUSKIN.

-- --

"It is almost a definition of a gentleman to say he is one who never inflicts pain—he is tender toward the bashful, gentle toward the distant, merciful towards the absurd . . . never mistakes personalities or sharp saying for arguments, or insinuates evil which he dare not say out."

—CARDINAL NEWMAN.

A Customer Tells Us—

. . . I have found the Gevaert Super-Chromosa plates excellent for my speed work, as they have the speed claimed and fine orthochromatism. I have exposed plates at F4. in the sunshine, giving exposures of 1/1000 of a second and have obtained beautiful, clear negatives with perfectly exposed shadows and full of sparkling detail everywhere. This result I could not obtain with the . . . plates which I bought when I was in Mexico City. I gave 1/550 of a second at F3.8 in strong sunshine and obtained a muddy unsatisfactory result. The . . . label plate you sent me is also a very good plate, and have exposed it in the same

conditions as the Super-Chromosa obtaining fully exposed negatives, but somehow a kind of pigment used in the Chromosa and which partly dissolves in development makes the images in this plate of a better printing quality.

-- --

Gevaert Super Chromosa Plates

Are sold by

Hirsch & Kaye

Have your ordered?

Up-to-date photographers are giving the Home Album idea serious thought and attention. Here are illustrated three styles, and with a plan to introduce this proposition to your customers.



THE HOME ALBUM

CHOICE of three covers. Styles A-1 and A-2 are artificial leather, Spanish, multi-toned, in dark green and seal brown. Style B has a genuine leather cover in olive green, surfaced, in a beautiful pine-needle effect, and lined and ornamented in genuine gold leaf. Style C—the best of all—is a new leather creation, polychromed calfskin, suede finish, artistically ornamented in multi colors in an art mouveau pattern.

They are lose-leaf styles. The leaves, in a neutral shade, are the same for all three albums. This means they are interchangeable and also means less stock to carry. These leaves are cloth hinged and each leaf supplied with a featherweight fly-leaf as a protection to the portrait.

The selling plan is this: The initial sale to the customer is the binder, which, when sold at list price, nets the studio 100% profit. The cost of the leaves is included in the service charge, which, of course, will vary according to the work done.

The customers deliver to the studio the portraits they want mounted. This, incidentally, also gives the studio the opportunity to suggest new prints, copies, or enlargements. In addition to personal solicitation in sales room, we furnish a special business letter to let the studio trade know of this proposition. The business letters are a vital factor to get the proposition started, so do not overlook these. The cost is small.

Two-color show cards (size 7 x 9 ³/₈) to fit the frames for the sales room and display case are supplied free.

Sample on receipt of list price, and we will include, no charge, a show card and sample of the special business letter.

THE HOME ALBUM

NUMBER		PRICE EACH
A-1	Olive Green —Deluxe Artificial Leather	\$ 5.00
A-2	Hazel Brown —Deluxe Artificial Leather	5.00
B	Olive Green —Genuine Leather	15.00
B	Polychrome —Genuine Calfskin	25.00

(Studio Discount 50%)

All 11 ¹/₂ x 14 ¹/₄ outside size—Each cover boxed individually

LEAVES

Neutral color only—one style for all albums, including fly-leaf—
20 cents each *net* (25 in a carton)

Home albums are constant reminders that up-to-date photographs are needed. They keep the photographs where they can be seen instead of being relegated to some trunk or dresser drawer. It is worth while for all studios to get back of the HOME ALBUM portrait idea. It makes for a better, a greater and a more substantial business

Order from HIRSCH & KAYE

Enjoy a Memo Show in your own home



Why not entertain your friends with a Memo show? It's far better than just handing pictures around. You actually give a real screen show—not movies, but all the fun, thrills, and entertainment from still-film pictures—at a fraction of movie cost.

Just the kind of picture-taking pleasure you have been wanting. With the Memo camera to take the pictures, and the Memoscope to show them on the screen, every indoor evening will pass happily—with fun unlimited for all.

The Memo Camera

**Not a Movie Camera but Uses Movie Film
50 Pictures with one 50-cent film**



The Memo camera using 35 MM Agfa film takes single-frame still-pictures for screen projection, enlargements, and contact prints. A pocket equipment (weight 12 oz.) that is economical, accurate and easily operated. Direct-vision view finder . . . automatic dial which counts exposures . . . press-lever winding device for film . . . complete range of shutter speeds and stops.

Regular model \$20. Focusing models F:6.3 and F:3.5 to \$40.

The MEMOSCOPE

A practical still-film projector for showing Memo pictures. Clear-cutting projection lens, advanced type of 100-watt projection lamp for large brilliant image, and plugs in on any 115-volt electric light socket (direct or alternating). Price, including convenient carrying case, \$19.50.

*Actual
Memo Picture
Size*



Agfa-Ansco Corporation
Binghamton, N. Y.

Please send me a free copy of the 48-page Memo handbook.

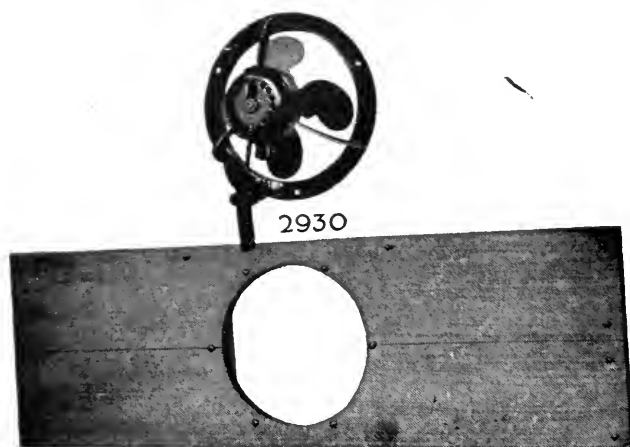
Name _____

Address _____

City _____

Fans for your Home or Workrooms

Emerson Jr. Ventilator



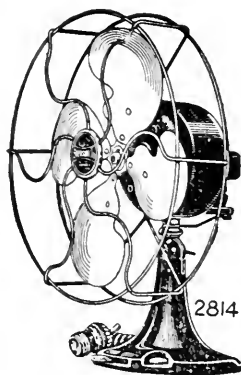
Emerson Junior ventilator has been designed expressly for small laboratories and similar rooms.

Emerson Junior is a 9-inch, 4-blade, induction fan motor for 110 volts, 60 cycles.

By use of the mounting board Emerson Junior ventilator can be installed in the upper part of any window, dropping the upper sash when the fan is in use and raising it to keep out cold air or rain when the fan is not running.

The mounting board for Emerson Junior ventilator is 42 inches long, 13 inches wide, on 5-ply veneer in natural finish, shellacked and varnished. The hole for the fan is cut to exact size. All bolt and screw holes are drilled and all necessary bolts, washers, nuts and wood screws for mounting are supplied with the board.

Emerson Jr. Ventilating Fan (110 volt) with board	\$17.00
Emerson Jr. Ventilating Fan (110 volt) without board	\$14.00



NORTHWIND FANS

A practical fan for film and print dryers. Also suggested for home and office use.

Well made, and sure to give years of service.

The oscillating fans turn from left to right as they revolve while the non-oscillating type blows steadily in one direction.

— :: — :: —

Type No. 444

For 110 Volts Only, A. C. or D. C.

Four-blade, 8-inch fan, non-oscillating.
Two speeds—switch in base.
Swivel-trunnion mounting.
Adjustable desk-bracket base.
Finish over motor, base and guard, black enamel.
Blades in light mat brass finish.
Complete with separable plug and cord.
Weight (1 fan) net 5 lbs., in carton 7 lbs.

PRICE - - - - - \$6.50

Type No. 450

For 110 Volts, A. C. or D. C. and for 32 Volts, D. C.

Four-blade, 10-inch oscillating fan.
Three speeds—switch in base.
Adjustable oscillating device.
Adjustable desk-bracket base.
Finish over motor, base and guard, black enamel.
Blades in light mat brass finish.
Complete with separable plug and cord.
Weight (1 fan) net 10 lbs., packed 17 lbs.

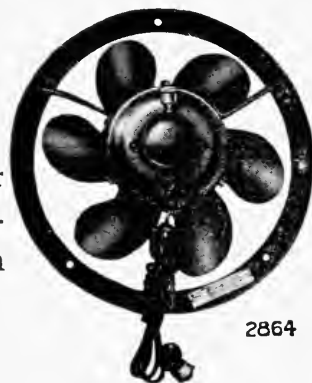
PRICE - - - - - \$15.00

Emerson Ventilating Fans

Larger than the Emerson Jr. and intended for larger rooms. Will give years of service, with practically no attention. We use several in our own building.

— DATA —

Ventilating Fans Only



2864

Ap- prox. R.P.M.	Approx. cu. ft. air per min.	Ap- prox. Watts	Size Fan Ins.	Cycles	Volts	Type No.	Description	Approx. Weight Net Pkd.		List Price Each
1050	900	60	12"	60 Cy.	110	57666	6-bl. with ring	17	22	\$25.00
1600	1250	70	16"	60 Cy.	110	57648	4-bl. " "	19	26	29.00
1350	1250	85	16"	25 Cy.	110	57248	4-bl. " "	19	27	30.50
1650	1250	70	16"	D. C.	110	57048	4-bl. " "	21	27	29.00
			16"	D. C.	32	57048	4-bl. " "	21	27	29.00
			16"	D. C.	220	57048	4-bl. " "	21	27	30.50



Emerson Exhaust Fans

With Wool-Packed Oil Wells

This line of exhaust fans, in 12 to 36-inch sizes, embodies the latest developments in efficient and economical ventilating apparatus designed for moving free air. All sizes of motors employed have been developed with especial regard for the exacting requirements of exhaust fan service.

These exhaust fans are furnished for horizontal discharge only, and alternating current fans have constant speed induction motors, the speed of which cannot be regulated or changed. Cotton wicking, led up over the shaft, through a slot in the top of the bearing, feeds lubricant to the shaft

and bearing from the packed wool in the reservoir below. Wool is used to hold the lubricant in suspension—the cotton wicking to lead it to the bearing—an ideal combination since wool has the greater capacity for the absorption of lubricant and cotton the greater capillary attraction needed to feed the oil.

Size Fan Inches	Approx. R. P. M.	Data and Capacities		Cu. Ft. Air per Min.	Cu. Ft. Air per Hour
		Approx. Watts A. C.	D. C.		
12	1150	55	40	1000	60000
16	1150	80	50	1500	90000
18	1150	160	120	2400	144000
24	850	300	235	4500	270000
30	700	500	360	6200	372000
36	550	700	445	10000	600000

Specify
Voltage
when you
order
—
other
voltages
quoted on
request

For 60 Cycles, 110 Volts, Single-Phase

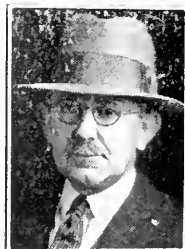
Size Fan In.	Motor Type No.	H.P.	Approx. Wt.		List Price
			Net	Pkd.	
12	46617-LN	1/30	17	22	\$ 32.00
16	51620-QW	1/10	32	42	40.60
18	64620-WQ	1/6	45	60	63.35
24	73830-NZ	1/3	87	125	109.00
30	961030-CR	1/2	158	203	153.70

For 60 Cycles, 220 Volts, Single-Phase

Size Fan In.	Motor Type No.	H.P.	Approx. Wt.		List Price
			Net	Pkd.	
12	46617-LN	1/30	17	22	\$ 32.00
16	51620-QW	1/10	32	42	40.60
18	64620-WQ	1/6	45	60	63.35
24	73830-NZ	1/3	87	125	109.00
30	961030-CR	1/2	158	203	153.70

Order
Today
from
HIRSCH
&
KAYE

Our Salesmen Tell Us



Wm. Wolff

Carl Baker has opened a very attractive store in Eugene. He finds more space is necessary.

Another Smith is still on the job for the *Seattle Times*. He has asked to be remembered to his many friends in San Francisco.

J. G. Thompson has bought the former Hartsook Studio in Santa Rosa. This is not the first experience, as he has had several successful studios in Northern California.

James Clark of the Roseburg Studio, Roseburg, Oregon, has been made a director for Southern Oregon of the Co-operative Poultry Products Association.

Sam Ross is now in charge of the Hartsook Studio in Fresno. Sam is well known in the bay region.

Mr. Ernest Ellis of the Kennell Ellis Studios, Eugene and Salem, Ore., called during the first week in May.

Mr. and Mrs. M. A. Grady of Grady Studio, Seattle, also were visitors during the same week.

Albert W. Witzel, pioneer Los Angeles photographer, who died in Banning, May 31, left an estate valued at \$150,000 and consisting of his photographic studio, an

interest in a mine in South Dakota, stocks, bonds and real estate, according to a petition for probate of his will on file today.

The will provided that the photographic business should be left in equal shares to his wife and brother, Marion J. Witzel and Charles F. Witzel.

Frank Patterson, famous Crater Lake photographer, has spent several weeks in northern California, adding many new scenic negatives to his collection.

Joseph Periera is now sole owner of the Periera Schoettner Studio, Tucson, Ariz. Mr. Schoettner, in turn, is now sole owner of the Periera Schoettner Studio in Phoenix.

Thomas Godfrey, 60, photographer of Jackson, and well known throughout this section, was killed when his car plunged off the Mother Lode highway near Nashville, 15 miles south of Placerville, on June 10.

R. E. Derby

Paul De Gaston, accompanied by Mrs. De Gaston, spent a week in this city during the latter part of May.

Mr. De Gaston is now located at Honolulu, where his striking and unusual portraits met with instant recognition, as they did while he was conducting his studio in San Francisco. He is a master of his craft.

Our Salesmen Tell Us ---

Mr. (Pep) Brunner of the Louis Lauck Co., San Francisco, suffered a painful accident when he fell with a 3½ gallon tank of developer. His left wrist was badly cut and required stitching.

C. W. Jones, formerly at 633 Clement St., and now in Oakland, is the proud daddy of Betty Lou Jones, born May 15.

H. L. Bush

Daniel DuPertuis of Merced has a lot of nice things to say about the new Clergy Flash Gun. We agree it is some gun, and are mighty sweet on it ourselves.

Mr. Frank Webb of Hanford has taken to the air again with his camera. Recent "shots" taken by him covering the vast territory of oil and farm lands in his vicinity are without exception the finest we have seen. Frank saw many active months in France over the field of battle with his camera, and the lure of the game was too much for him to overcome.

F. H. Hanson, Stockton photographer, was brutally murdered by a bandit who entered the Hanson Studio on May 28 for robbery. Mr. Hanson was shot while complying with the robber's demand for his wallet. Though mortally wounded, Mr. Hanson was able to call for help and give a description of his assailant before he died.

J. E. Harding, of Santa Paula, Calif., is to occupy new quarters as soon as the new building is erected at Eighth and Main Streets. The building will be of Spanish type and Mr. Harding expects to open one of the most modern studios in Southern California. May all his dreams come true.

H. Peterson

C. W. Jones, who recently operated a studio on Clement St., in San Francisco, is now helping the Commercial Photo & View Co. of Oakland. You see George Derbfus is so busy with convention work that lots of assistance is necessary.

Do you know Fred Jolly? Works for Kelley Film Laboratories in Oakland. Has a wide smile on his face ever since he became a proud papa, but now his smile is just twice as wide. Yes, he has two now.

The California state prize-winning child photograph for April in the Eastman Kodak Company's nation-wide \$30,000 contest went to Miss Theresa H. Reichel of 1811 East 21st Street, Oakland. Miss Reichel's was one of several hundred thousand that have already been entered.

Miss Reichel's picture showed curly-haired little Pauline A. Dargie, with a smile on her face which captivated the judges.

Sgt. John P. O'Callaghan of the 15th Photo Section, Crissy Field, is to instruct a class in amateur photography, University of California Extension Division. The Sergeant is well known to photographers around San Francisco for his association activities and is a good instructor.

George E. Ferriter, Berkeley photographer, died at his home at 922 Nielson Street on June 3.

At one time he was in our employ and when he left us to go in business for himself, he took with him our best wishes and a real admiration of his character and ability. He was 43 years rose tinted stock and the silk surface is of age.

Stop Waste. Save Time, Money, Solutions.
For best results install a
STERLING DEVELOPING TANK OUTFIT

FIT For Roll Film and Circuit Work.
 AMATEUR FINISHING OUT.



Made of the
FINEST
PORCELAIN
ENAMEL
THE BEST BY
TEST

ALL WATER-
 JACKETED OUT-
 FITS have washing
 space with circulating
 water around both
 inner tanks for temp-
 erature regulation.

COMPLETE
 COMPACT
 ECONOMICAL

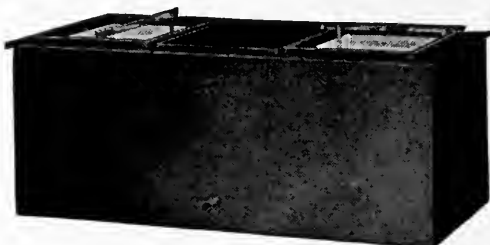
Light in weight.
 Easily handled and
 cleaned. Durable, and
 Efficient.

Made in 2 sizes.
 5x12x42" hold 10 gallons
 8x12x42" hold 17 gallons
 Both blue and white tanks.

STERLING PHOTO MFG. CO.
 "Pioneer Tank Builders" Beaver Falls, Pa.

Special Sized Tanks Made to Order on Request

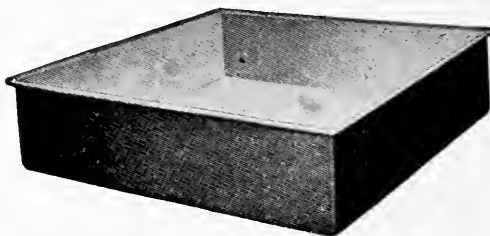
Two Sizes Commercial Outfits for Plates
 and Cut Films.



Sizes No. 1 accommodates both 5x7 and
 8x10 Portrait Hangers. Size No. 2 is
 built for 5x7's only.

-- --

White Enameled Fixing Baths



STOCK SIZES

12x16x5"	16x20x6"	10x12x5"
18x24x6"	20x24x6"	18x22x5"
		20x30x6"

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
 Oil, Water Color, Black and
 White Sepia, Etc. Also
 Ivory Miniatures

50 Golden Gate Avenue

SAN FRANCISCO

Room 420 - Phone Prospect 476

RETOUCHING

That is Better

ETCHING

That is Superior

Louise C. Bestler

5703 College Avenue

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CALIF.

EXPERT RETOUCHING

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Portrait and Commercial Photographers
 Etching, Blocking and Negative Work.
 Miniature Coloring on Porcelain, cellu-
 loid or paper.

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4763 Fair Oak Ave. Oakland, Calif.

FRUITVALE 3894-J

Rightway Retouching Studio

Specialize in

Effective Retouching and Artistic
 Coloring

One day mail order service
 Satisfaction guaranteed

PHONE HEMLOCK 8758

314 Grant Bldg. 1095 Market St.

SAN FRANCISCO, CALIF.

What Customers Think

"Your sample of 'Pictol' sent to us upon request of your salesman, was received by us and comparative tests were made. We find 'Pictol' exceptionally soluble and as a developing agent it is working very satisfactory giving a beautiful rich tone to contact as well as bromide papers of different make. Used in transparency work and in tank for negative developing, we also find it working very well.

"Its lasting qualities are very satisfactory as we notice very little oxidation in the solution after having been under heavy duty and exposed to the air for several weeks.

"We are thankful to your salesman for recommending 'Pictol' to us and having had this opportunity of testing 'Pictol.' We are sure that we have found a developer that is most satisfactory to us."

S. L., San Francisco.

-- --

"I take this occasion to thank you for your liberality and courteous treatment; and it may not be amiss to add that these are in marked contrast to those of two prominent Chicago firms.

"There are two professional photographers here, and I am going to see that you are praised to them."

J. L. B., Hood River.

-- --

MONOKROM SILK

There has been a great deal of interest displayed in the most recent grade of *Monokrom-Silk*. The combination of rose tinted stock and the silk surface is beautiful. Every photographer should try either Iris or Velour Black in *Monokrom-Silk*.

A trial dozen of *Monokrom-Silk*—designated Rose in Iris, Coral in Velour Black—can be promptly obtained from Hirsch & Kaye.

Monokrom prints are made in the same way as Buff or White prints.

Picture Pioneer Honored

Tablet to Commemorate Making of First Action Photography

Stanford University commemorated on Wednesday, May 8, the fiftieth anniversary of what constituted the birth of motion pictures in California, under the patronage of Leland Stanford, founder of the university.

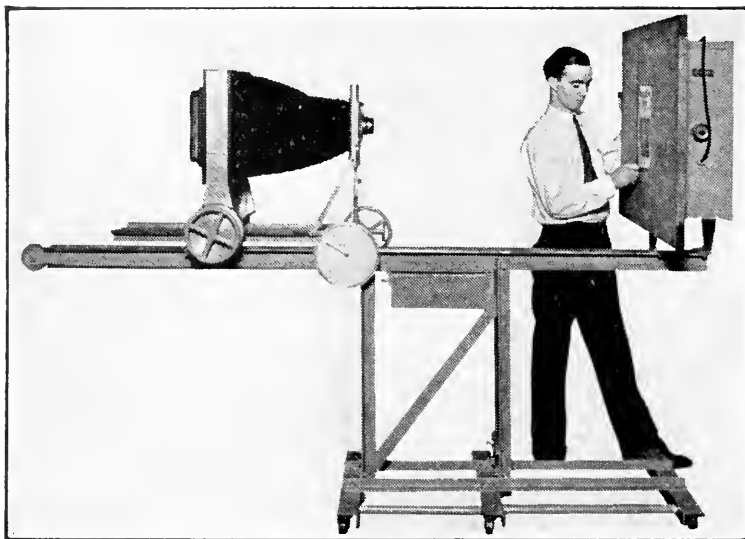
Placing of commemorative bronze tablets inscribed with the name Eadweard Muybridge, for whom the title of "Father of the Motion Picture," is claimed, and an exhibition of the famous Stanford-Muybridge photographs of horses and men in motion featured exercises attending the half-century anniversary.

CONDUCTED EXPERIMENTS

With the aid and encouragement of Governor Leland Stanford and working chiefly at Stanford's Palo Alto farm, Eadweard Muybridge in the 1870s conducted a series of original experiments with camera, to prove that when traveling at greater speed all four feet of a trotting horse were at times off the ground. Later, at the suggestion of Stanford and under his directed patronage, Muybridge recorded photographically the entire action of a horse in swift motion. These experiments, completely successful, were the fore-runners of the vast motion picture development known today and revolutionized the art of depicting animals in motion in paint and bronze.

The pictures taken by the photographer Muybridge were the first in the world presenting an accurate record of animals in motion. In his experiments Muybridge placed a number of cameras in line to obtain a succession of regulated exposures. The shutters of the long line of cameras were operated by means of a thread stretched in the moving animals' path. In addition to the Stanford farm at Palo Alto the old track at Sacramento was used by Muybridge.

Robinson Convertible Camera



The Robertson Convertible Camera can be used as a Horizontal Copy Camera, Vertical Copy and Direct Object Camera and as an Enlarging Projector.

For straight copy work the apparatus is used either in a horizontal position or in a vertical position, but for photographing direct from objects, such as jewelry, silverware, novelties, etc., the camera is placed in a vertical position and the objects placed on the light box as shown by illustration, after the exposure has been made of the objects, the lights in light box are turned on, this eliminates the shadows which were cast by objects and serves to block out background to the opacity desired.

For enlarging, the projector is put on back of camera, the negative is placed in holder, the projection light turned on and enlargement made.

This apparatus is equipped with Dial Focusing, which is very rapid and which gives accurate focus and eliminates the old method of ground glass focusing which was slow and inaccurate.

The construction is of metal which gives smooth, easy movements and assures permanency. A counterweight balances camera making the camera exceptionally easy to raise and lower.

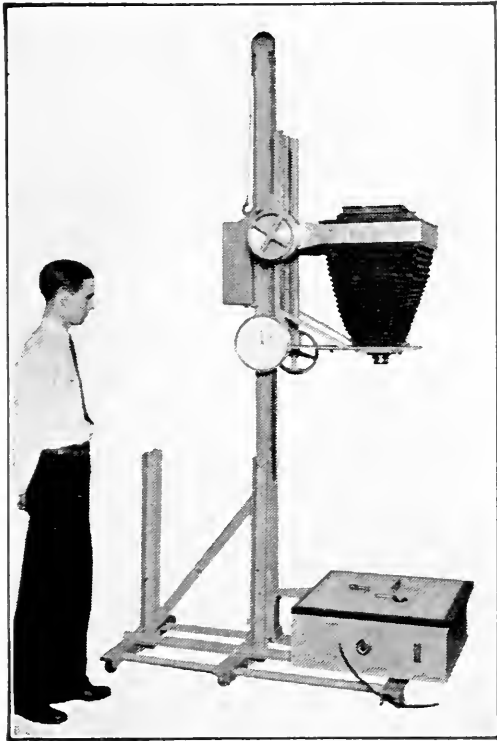
The apparatus is equipped with a 14" focus lens and a 30 x 40" copy board and one plate holder. Reducing backs for different size plate holders are extra.

PRICES: F. O. B. CHICAGO

8 x 10	-	-	-	-	-	-	-	-	\$775.00
11 x 14	-	-	-	-	-	-	-	-	800.00
14 x 17	-	-	-	-	-	-	-	-	850.00

Deferred payments may be arranged

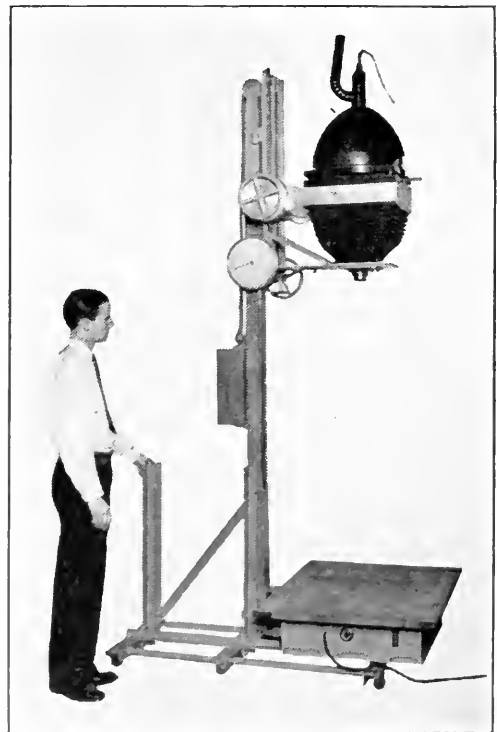
Robertson Convertible Camera



This view shows camera in a vertical position being used for direct object work. The focusing being done with dials, one glance will show the convenience of this construction.



This view shows enlargement projector on camera, this focusing is also done by the use of the dials.



Place your order with
Hirsch & Kaye

HOLLISTON PHOTO CLOTH

REG. U.S. PAT. OFF.

*is NOT a
gummed cloth/*

The adhesive qualities of Holliston Photo Cloth are manufactured into and are a part of the fabric itself. As it does not depend on a coating of gum to make it adhesive it consequently has none of the objectionable features commonly associated with gummed cloth.

HOLLISTON PHOTO CLOTH

1. Easy to handle.
2. Does not curl.
3. Does not fray.
4. No objectionable odor.
5. Not affected by heat, cold or dampness.
6. Does not discolor prints.
7. Does not stick to fingers or equipment.



Holliston Photo Cloth is made for just one purpose—it provides a quick, clean, easy way of backing photographs, photostats and blue prints. Made in white, grey and blue with one side adhesive, and also in white with both sides adhesive. Furnished in standard sheet sizes packed in handy boxes—and in rolls 36 in. wide.



WRITE FOR SAMPLES

HIRSCH & KAYE
Distributors

NO OCCUPATION

She rises up at break of day
And through her task she races;
She cooks the meal as best she may
And scrubs the children's faces.
While school books, luncheons, ribbons,
too,

All have consideration,
And yet the census man insists
She has "no occupation."

When breakfast dishes all are done,
She bakes a pudding, maybe;
She cleans the rooms up one by one,
With one eye watching baby;
The mending pile she then attacks
By way of variation,
And yet the census man insists
She has "no occupation."

She irons for a little while,
Then presses pants for daddy;
She welcomes with a cheery smile
Returning lass and laddie;
A hearty dinner then she cooks
By way of recreation,
And yet the census man insists
She has "no occupation."

For lessons that the children learn,
The evening scarce is ample;
To Mother dear they always turn
For help with each example;
In grammar and geography
She finds her relaxation,
And still the census man insists
She has "no occupation."

—ANONYMOUS.

Fogged paper, it is said, can be restored by bathing in potassium permanganate, 3 grains, sulphuric acid, 15 minims, in about 30 ounces of water. This takes a minute, then it needs a minute in a solution of fresh sodium sulphite, 20 grains to the ounce. It is rinsed and can be exposed wet, or dried for storage.

New Defender Papers

Velour Black White Plat Matt Contrast.
Velour Black Buff Plat Matt Contrast
Velour Black Buff Smooth Doubleweight.

In stock in popular sizes at

Hirsch & Kaye

Hunting with a Camera

From the Montreal Star

In Ontario they are planning to do more shooting of wild game with cameras and less with guns. It is proposed to change the great Temagami Reserve into a "preserve," keep the game alive and bring out of the district only photographs instead of hides, heads, flesh and feathers.

More power to them, and may the idea grow!

The cult of the camera instead of the gun is gaining ground. There is a group of nature lovers in Montreal who, once keen "sportsmen" with gun and rifle, now find, as they insist, that they get twice as much thrill out of photographing a woodcock on its nest as they used to do by bringing it down from the sky with the cleverest of wing shots, or from catching with high-speed lens against the crimson of an autumn dawn a score of

black ducks swinging into the decoys, rather than by blowing three of them into bones and feathers with a modern duck gun.

The movies have been quick to sense the possibilities of this type of photography and the finest "wild animal pictures" that they now exhibit are those in which there are the fewest humans and the minimum of slaughter.

The impulse to hunt and to kill is basic in almost everybody. Properly conducted, with regard to law and the simple rules of decency and humanity (for there can be humanity even on a hunting trip), there can be no very serious objection to sport of this kind. But here is a whole new kingdom opening up for the sportsman. A trophy in an album is even more permanent than one from the taxidermist—and the subject stays alive.—*S. F. Chronicle.*

NEW PRICE LIST

A schedule of Photographic Paper sizes, conforming to Simplified Practice Recommendations of the U. S. Department of Commerce, was adopted by photographic American paper manufacturers and became effective, the price revisions, March 15th, 1929.

The new standardized list has much to recommend it from the standpoint of manufacturer, dealer and consumer. Representatives of each of these interests were present at the initial conference held in New York City last October which resulted in the adoption of the present standardized list. It is expected that it will greatly simplify stock keeping by both manufacturer and dealer and thereby improve service to photographers.

The special size problem with its waste of time and material, should be practically eliminated without inconvenience to the user. The standard list covers all sizes in general demand for portrait or commercial photographers and photo finishers.

Copies of the new price list are available from Hirsch & Kaye.

JUST FISHING

It sounds like an easy job. It is an easy job for the man who has the leisure to do it. There are fishermen and fishermen. One kind is not so much concerned whether he has the right equipment and the right bait as long as he is fishing. He doesn't, as a rule, catch fish. He's just fishing. Then there is another class of fisherman who fishes in a certain place because he knows the big fellows are there. He uses a certain kind of equipment because experience has shown that it produces the greatest results. He knows the kind of bait they like and he doesn't allow his hook to be without bait.

This same principle holds good in business, no matter what that business may be. A good mailing list with selected names and kept up-to-date, a carefully written letter or mailing piece makes the kind of bait every business needs. In fact one can't catch fish, or customers, any other way. They are all looking for the bait.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

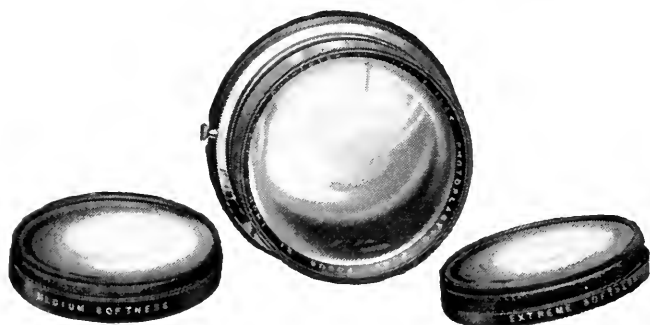
Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

Ilex Photoplastic F:4.5 Lens



Portraits of pleasing softness are not a passing fad but, on the contrary, mark a decided advance in artistic portraiture.

It is in the degree of "softness" that photographers differ.

The ILEX PHOTOPLASTIC is designed to give just the effect which will meet the artist's taste and is best suited for the particular subjects under consideration.

It has three distinct variations in softness: The regular rectilinear definition, medium softness, extreme softness. A separate rear element for each grade which obviates uncertainty as to the effect which will result.

With this lens, retouching is practically eliminated or reduced to a minimum.

Lens No.	Size of Plate Covered	Focus	Shutter No.	In Acme Shutter	In Universal Shutter	In General Shutter	In Bbl.	Single Elements Extra	9 x 9 * Ilexpo Shutter
1	Movie	4 1/2"	1	\$26.50	\$23.00	\$20.00	\$20.00	\$ 4.50	\$
2	Movie	6"	2	33.00	29.00	26.00	26.00	5.00	
3	3 1/4 x 4 1/4	6 1/2"	3	36.00	31.50	28.58	28.50	6.00	
4	4 x 5	8 1/2"	4	47.50	42.50	40.50	40.50	7.50	
5	5 x 7	10 1/2"	5		60.00		54.00	12.00	
6	6 1/2 x 8 1/2	13"	5		86.00		80.00	16.50	
7	8 x 10	16"					98.50	20.00	118.50
8	11 x 14	21"					150.00	25.00	170.00

* 10 x 10 Ilexpo can be obtained for \$2.00 additional.



Sport Glasses

For the tourist—hunter—yachtsman—motorist—football fan.

This is a well made, durable and compact glass with powerful achromatic lenses. Finished in fine black enamel and morocco leather. Price, with case and strap

\$12.50

VOIGTLANDER

CAMERAS AND LENSES

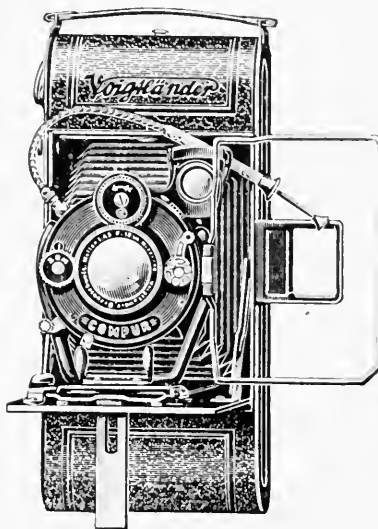
All Popular Models are here for Your
Selection

Avus Roll Film Camera $2\frac{1}{4} \times 3\frac{1}{4}$

With Voigtar F6.3 lens in Embezet shutter.....	\$16.50
With Voigtar F6.3 lens in Ibsor shutter	19.50
With Skopar F4.5 lens in Compur shutter.....	27.00
With Heliar F4.5 lens in Compur shutter.....	35.00

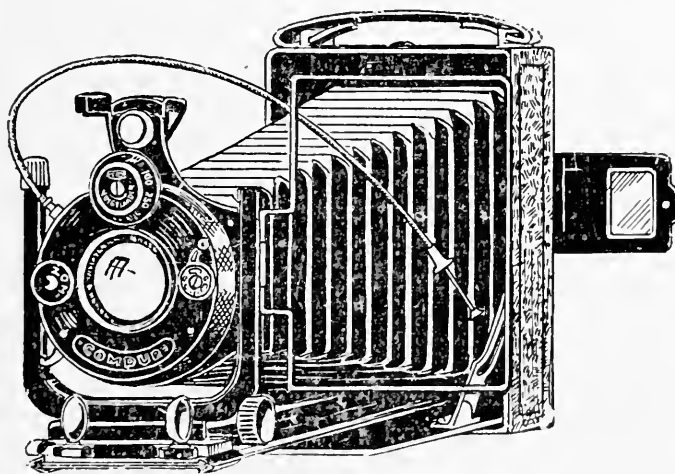
Avus Roll Film Camera $2\frac{1}{2} \times 4\frac{1}{4}$

With Voigtar F6.3 lens in Embezet shutter.....	\$20.00
With Voigtar F6.3 lens in Ibsor shutter.....	22.00
With Skopar F4.5 lens in Compur shutter	33.00
With Heliar F4.5 lens in Compur shutter.....	42.50



Avus Film Pack and Plate Camera $2\frac{1}{2} \times 3\frac{1}{2}$

With Voigtar F6.3 lens in Ibsor shutter	\$27.50
With Skopar F4.5 lens in Ibsor shutter	30.50
With Skopar F4.5 lens in Compur shutter	33.00



Avus Film Pack and Plate Camera

$3\frac{1}{4} \times 4\frac{1}{4}$

With Voigtar F6.3 lens in Ibsor shutter	\$30.00
With Skopar F4.5 lens in Ibsor shutter	35.00
With Skopar F4.5 lens in Compur shutter	39.00

The Prices of Film Pack and Plate Cameras include three single metal plate holders
and one film pack adapter.

Also VOIGTLANDER Cameras

Of other desirable models, including Bessa and Perkeo Roll Film Cameras, Vag and
Bergheil Film Pack and Plate Models, and the Stereoflectoscope for
Stereo-Photography. Prices from \$12.50 to \$135.00

Descriptive leaflets of Voigtlander Cameras and Lenses will be sent on request.
Do you sell or rent cameras? If not, are you overlooking an opportunity?

WRITE TO

HIRSCH & KAYE for resale prices

A New Inslip Easel



The COLUMBIA

Portraits displayed in the homes mean that the public more often think and talk portraits and this helps the studio business. Easel styles are splendidly adapted to make the display of portraits a simple matter.

The COLUMBIA is one of the best for small work. It has an easel arrangement which is simplicity itself. Just set up folder—flaps from the easel.

The stocks are Shadow Plaid. The tinting around opening is a two-color scheme, harmonizing with stock and portraits. The style is for in-slip prints.

Colors	Smoke Grey and Ecru Neutral		
Sizes	3 x 4	3½ x 5	4 x 6
Prices	\$6.50	\$7.25	\$8.50 per 100

Make use of this quickly understandable easel—the public like this idea.

Samples of both colors for ten cents

SAMPLE OFFER SS-96

Taprell, Loomis & Company

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

I did a errand for Mr. Derby and he took me to lunch, and I found out he was a real gentleman. Did he pour his coffee in a saucer and blow it? Not him! He poured his coffee in a saucer and took his hat and fanned it.

-- --

Now I know why we sell so much Mallinkrot chemicals. They advertize them as free running and all the Scotch fotografers are ordering.

-- --

I'm working on a invention that will mean real money. Its a collection plate for churches. Dollars, halves and quarters go through a slot to a velvet pocket. Nickels and pennies ring a bell and no contribution honks a horn. Maybe I'll need two (2) horns.

-- --

Have you been reading about the people whats been getting radio music out of the stove? I was reading a book where it says all you need is a air shaft, a electric stove and some static material like beans. They're all wrong you need the right stuff in the pan.

-- --

Here's my idea on radio without a radio (idea not patented in scotland).

-- --

FOR ORGAN MUSIC

Cook macaroni

-- --

FOR VIOLIN SOLOS

cook string beans

-- --

FOR MEDLEY OF OLD SONGS

cook hash

FOR VIRGINIA REEL

cook Baked ham and sweet potatoes

-- --

FOR CLOG DANCE

cook frankfurters and sauerkraut

-- --

FOR PIOUS MUSIC

cook pies

-- --

FOR CALIFORNIA LULLABY

cook prunes

-- --

FOR WEDDING MARCH

cook rice

-- --

FOR GRAND OPERA

cook vermicelli, garlic and a dash of red wine or what have you?

-- --

FOR SONGS OF THE SEA

cook Navy beans

-- --

FOR SCOTCH SONGS

just water

-- --

FOR MILITARY MUSIC

cook beans or stew

-- --

FOR FALLS OF MINNETONKA

cook Zoop

-- --

FOR HARP SOLO

cook Irish potatoes.

-- --

Try these, and if it don't work, all you need is a good receiving set.

JERRY.

-- --

P. S.

If you knew H & K like I do, every one of you readers would send all your orders to them.

Just Between Us

Miss Mabel Wollweber of our book-keeping staff has returned to her desk after a three-weeks' attack of arthritis. This was not caused by receipting statements, but her recovery meant that most of our readers will again receive statements and credits on time.

R. J. Rogers, our stockroom foreman, is enjoying his vacation. Wonder if the time passes as rapidly with him as it does with us.

Mrs. Russell, head of our Embossing Department, tells us that with more space now devoted to the department, she can emboss your mountings faster. She certainly has a comfortable and congenial location, on the 5th floor with the mountings. You'd be surprised if we told you the number of orders that are embossed and shipped the same day that the order is received.

Mr. Healy is away for a week as part of his vacation. The other week is reserved for a later date.

None of our force will take a vacation during the latter part of August as we want to be here to serve you with a complete staff.

There are several topics of conversation that have a universal appeal. Dogs is one of them. Mr. Peterson has a police dog, "Tiger," and Mr. Magnus has a bulldog, "Playboy" and they can tell you plenty.

Miss Birdie Levitt, assistant cashier, has left us, and her place is taken by Miss Barbara Burton.

Mr. K. Knutsen of our optical staff is a pioneer resident of the Sunset district, San Francisco, and has been active in its development. He was organizer and is still president of the Oceanside Community Council, engaged in civic activities among the rising generation.

Mr. Wolff attended the Shrine convention in Los Angeles.

Richard Marx, of the delivery department, has been promoted to junior packer. It is our policy to promote our employees to a better position as soon as they can do the work.

Yes, he is a wide-awake salesman. On a recent trip Mr. Bush arrived in a town rather late, and after a long drive. The hotel was filled, and the next town was some farther distance away, so he slept in the car, in front of a studio, and was at the front door when the studio was opened.

Our customer's impression follows:

"We wish to express our satisfaction with the embossing order done for us in our school mount work. Possibly Mr. Bush has already told you how pleased we were with the work when shipped.

"We also wish to say a good word for Mr. Bush. When a man will call on your studio and owing to a lack of hotel accommodations, will sleep in his car all night in order to call on you in the morning, we certainly think he is up and onto the job. Hereafter Mr. Bush is welcome in our home even though he should arrive again at midnight."

A. G. W.

**Plan to attend the P. I. P.
A. Convention in San Francisco,
August 28, 29, 30.**

Bargains for the Photographer

No. 123 Photo Mailers	4½ x 7	list per hundred	\$1.00
No. 234 " "	5½ x 11¼	" " "	2.00
No. 240 " "	6½ x 13¼	" " "	2.50
No. 246 " "	7½ x 15¼	" " "	3.30
No. 162 " "	13¼ x 17½	" " "	5.20
No. 160 " "	12 x 18	" " "	5.00
No. 157 " "	12¼ x 16¼	" " "	4.80
No. 154 " "	12½ x 14½	" " "	4.50

BARGAINS IN VIEW MOUNTS

Lot of 320—5 x Solid Mounts Swiss Color.	
Lot for	\$6.50 net
Lot of 45—7 x 11 Solid Mounts Grey.	
Lot for	\$2.75 net
Lot of 95—6½ x 8½ Inslip Mat Mounts Brown.	
Lot for	\$4.50 net
Lot of 55—6 x 10 Unslip Mat Mounts Brown.	
Lot for	\$3.00 net
Lot of 250—8 x 10 Inslip Mat Mounts Brown.	
Lot for	\$15.00 net

All high grade merchandise. Samples on request.

We also have many bargains in folders. Let us know the size and color you prefer and we will submit samples.

No. 957-16—6½ x 8½ Korona View Camera with 6 plate holders and carrying case. Has 3-inch No. 5 Packard Shutter.	
Bargain Price	\$37.50
No. 67-29—4 x 5 Auto Graflex Camera with F4.5 Kraus Tessar Lens and Focusing Panel.	
Bargain Price	\$60.00
No. 70-29—Anso Memo Camera. Makes excellent still pictures on 35 m m motion picture film. Fitted with F3.5 Lens and supplied with Carrying Case.	
Bargain Price	\$25.00
Roller Blind Shutter. Front of the lens type. 2½-inch opening.	
Bargain Price	\$2.50
Barre Roller Blind Shutter. Front of the lens type. 3¼-inch opening.	
Bargain Price	\$4.50
No. 71-29—Anso Memoscope for the projection of pictures made with Anso Memo Cameras supplied in Carrying Case.	
Bargain Price	\$15.00
No. 68-29—2¼ x 3¼ Cameo Hand Camera with Aldis F4.5 Lens in Compound Shutter. Film Pack Adapter, two Plate Holders and Carrying Case furnished.	
Bargain Price	\$23.50

A WINNER The Ingento Twin Arc \$15



A \$15 Twin Arc Lamp that beats them all. This fully automatic lamp will burn for 40 minutes without any attention or trouble. Operates on 110-120 volts A. C. or D. C. house current.

This lamp represents months of experimentation and testing. It is exactly what what is needed in the photographic trade. The commercial and protrait photographer, as well as the movie man, will welcome this wonderful and powerful lamp. It is a compact unit that quickly folds up in its own case and can be packed away in a small space.



PRICES

INGENTO Twin Arc Lamp -	-	-	-	-	-	-	-	-	-	\$15.00
Nickel-plated 6-foot folding stand -	-	-	-	-	-	-	-	-	-	2.50
Double length white flame carbons, per doz. -	-	-	-	-	-	-	-	-	-	1.25
Diffusion Screen -	-	-	-	-	-	-	-	-	-	2.50
Double length panchromatic carbons, per doz. -	-	-	-	-	-	-	-	-	-	1.25
Sunshine (therapeutic) carbons, per doz. -	-	-	-	-	-	-	-	-	-	1.25

Burke & James, Inc., Chicago



The New INGENTO Photo Mailer

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½ x 11½ inches. It will accommodate photographs 8 x 10 or 7 x 11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board ;it is ideal for large prints, folders, enlargements and drawings.

MANUFACTURED BY

BURKE & JAMES, Inc., Chicago, Ill.

Carried in Stock by HIRSCH & KAYE

SIZES for any need PRICES none can meet!

Prompt Shipments

MADE IN THE FOLLOWING
POPULAR SIZES

		SIZE
No. 2	5½ x 7¾
No. 3	6¾ x 8¼
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12¾
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11¾
*No. 11	8½ x 11½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing 50

Velour Black

For prints by projection

In quality of emulsion, in beauty and variety
of paper texture, tint and finish, Velour

Black is the real contribution to
photographic art.

A knowledge of its superiority for prints by
projection is an important part of one's
education in modern portrait and
pictorial photography.

*A choice of nineteen grades
including MONOKROM Rough*

Luster in four tints and the

MONOKROM Silk Coral.

Manufactured by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER . N . Y .

A Complete Line of Color-Sensitive Films

Whatever the nature of the subject—the colors involved, the lighting or the contrast desired, there is a completely color-sensitive Eastman Film to meet the requirements.

The Eastman Portrait Panchromatic is a fast film of exceptional gradation. The Commercial Panchromatic gives equally good color-correction but has the greater contrast desirable for many commercial subjects. The Process Panchromatic is a slower emulsion with the very strong contrast desirable for copying colored line drawings, maps or similar objects.

There's an Eastman Panchromatic Film for every color problem encountered by the commercial photographer. And the solution of these problems makes better and more profitable business.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume V

JULY, 1929

Number 7



S. S. Leviathan, queen of American Liners, arrives in New York

(Photo on Hammer Press Plate)

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco



PORTRAIT FILM

AGFA PORTRAIT FILM is superb in the rendering of every graduation, with emulsion balance undisturbed through an extra-wide range of exposure variations.

The use of Agfa Portrait Film assures the best possible results.

Correspondence Invited

AGFA ANSCO CORPORATION
BINGHAMTON, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume V

JULY, 1929

Number 7

: IN THE PROFESSION :



"He made it his business"

Geo. Wm. Derbfuss

This month we present the President of the Pacific International Photographers Association, better known to the profession as the P. I. P. A. A big title it is, but justified as it is the second largest group of its kind, exceeded only by the National Association.

George Wm. Derbfuss was born in Los Angeles, but claims Oakland as his city. His father was a wood-pattern maker. George shows the influence of his heritage by his willingness to cut up when occasion requires it.

He left school at an early age. Civil Engineering appealed to him, but fate decreed otherwise and he obtained a posi-

tion as photographer's helper. He is a little modest about his early activities, but we hear that he applied himself to his work and decided to make it his business. He did make it "his" business when later he and another employee purchased the finishing department of a well known firm and from this grew the Commercial Photo and View Co., at 129 12th Street, Oakland.

He is a member of the Elks and Ad Club of Oakland. Also the National and local photographers' associations. As the second president of the East Bay Commercial Photographers Club, he steered the baby organization through a critical time and now it is one of the strongest and most active clubs of its kind.

George likes modern things, such as aviation, speed boats and aerial photography. As further evidence we submit his activities in behalf of associations. But when it comes to eating, he says his mother's cooking can't be beat and that's why he's a bachelor.

His cabinet has just decided to admit photographers' wives free at the convention hall. Now why should a bachelor think of this? Is it possible that he has secret plans, and that his Scotch nature has prompted him to arrange to bring the family as economically as possible?

GENIUS

"Genius is only the power of making continuous efforts. The line between failure and success is so fine that we scarcely know when we pass it—so fine that we are often on the line and do not know it."—*Elbert Hubbard.*

Voigtlander

FOR PARTICULAR

PHOTOGRAPHERS



HELIAR f.4.5. Lens

All over the world—portrait and commercial photographers who take pride in their work use the Voigtlander Heliar F.4.5 lens for studio work.

Its outstanding superiority is acknowledged by men who KNOW—it has no equal for brilliant definition—flatness of field, speed and covering power. Yet its price is moderate.

3A	8¼-inch	5 x 7	\$ 65.00
4	9½-inch	5 x 8	90.00
5	12 -inch	6½x 8½	130.00
6	14½-inch	7 x 9	170.00
7	16½-inch	8 x 10	225.00
8	19 -inch	10 x 12	265.00

HIRSCH & KAYE

PHOTOGRAPHIC APPARATUS & MATERIALS

239 GRANT AVE. SAN FRANCISCO

WHERE VOIGTLÄNDER CAMERAS AND LENSES ARE SOLD IN THE WEST.

Are YOU Using Pictol?

I have been using Pictol in preference to others for a couple of years both in X-Ray developers and in my amateur pictorial work. Am very well satisfied with it.

DR. C. F. BAKERSFIELD.

Recently I had the good fortune to obtain a free sample of your product "Pictol," and I wish to thank you for it. I have used it in formulate wherein I formerly used other brands of Metol and I find that along with its qualities of clearness and freedom from impurities, it has a lasting power that is truly remarkable. I have found in still work that approximately 50 per cent more prints can be turned out with a given quantity of "Pictol" developer than with the same quantity of developer using other Metols.

B. L. D., JR., Palo Alto.

JUST OUT! JUST OUT!
*The Complete Course of
Instruction in*

Coloring Photographs

By Avenir Le Heart

Contains

- 10 LESSONS
- 8 PHOTOGRAPHS
- 1 COLOR CHART AND STUDY
- 1 CERTIFICATE FOR CORRECTION

The easy, inexpensive way to learn landscape and portrait coloring under personal instruction of
AVENIR LE HEART

Price \$5.00

544A Castro Street

SAN FRANCISCO :: CALIFORNIA

Send your name and address for enrollment to

HIRSCH & KAYE

TIME—LABOR—AND MONEY SAVING

Easy to use; very economical and safe; prints of perfect gloss which dry quicker and flatter; an absolute prevention of stick prints; always ready to do the work quick, safe, and right:

That is **UNEDOL**

The new liquid squeegee lubricant

The best and cheapest thing you ever used. Guaranteed to give full satisfaction or money refunded.

Pint Can	\$.85
Quart Can	1.50

Buy it by the quart from
HIRSCH & KAYE

The Better PHOTO SULPHITE



Fine granular salt
Free running
Easy to weigh
Makes crystal clear solutions
Unequalled purity
Absolute uniformity
Better final results

❖
One of the
"Physically and
Chemically
Perfected Photo
Chemicals"
by
Mallinckrodt

Gives these

Advantages with

No Extra Cost

❖
SINCE we first made the improved Sulphite
it has been endorsed by the leading studios
of the country.

If you have never used it there is a revelation in store
for you. Specify Mallinckrodt on your next order to
your stock house.

¶ Our new Handbook of Photo Chemistry is now ready ¶
Write for your copy -:- No Charge

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867
St. Louis - Montreal - Philadelphia - New York

MINIMA Pocket Arc Lamp

The
Smallest,
Lightest
Arc
Lamp
Made

Suitable for all kinds of photography, including Portraiture, Groups, Interiors, Copying, etc. Extremely useful as an auxiliary source of illumination.

Gives a brilliant actinic light. Clean and safe in operation.

Consumes only four amperes, and operates on ordinary 110 volt current.

Size closed $4\frac{1}{2}$ x $5\frac{3}{4}$ ", weight 8 ozs. A real pocket lamp.



Complete with Rheostat, 5 pairs extra carbons, 9 feet of cord, and all necessary connections

PRICE \$9.75 POSTPAID

Order Today from **HIRSCH & KAYE**

Probus paint will adhere to galvanized iron and similar surfaces, but the surfaces must be absolutely free from oil or grease. Frequently it is necessary to use special solutions in order to remove thoroughly the grease with which new galvanized iron is coated. The solution we suggest to clean galvanized iron for painting with Probus is as follows:

- 2 ounces Copper Nitrate
- 2 ounces Copper Sulphate
- 2 ounces Salamoniac
- 2 ounces Crude Hydrochloric Acid
- 1 Gallon Water

Order your supply of Probus Paint from

HIRSCH & KAYE

Special Brands for Special Work

Each brand of plate produced by Hammer has its special use.

Make your work easier, your prints better by first selecting the brand best suited for the job at hand.

Photographers have increased their business by following suggestions in portfolio that will be mailed you free on request.

Superior merit will be found in resulting prints.



Hammer Dry-Plate Company

Ohio Ave. & Miami St.
St. Louis

159 West 22nd St.
New York City

Stop Waste. Save Time, Money, Solutions.

For best results install a STERLING DEVELOPING TANK OUTFIT

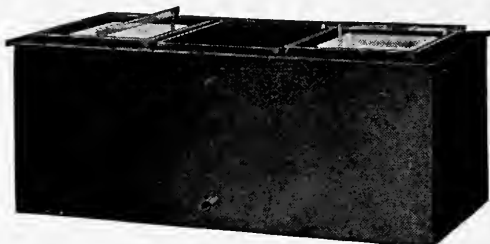
FIT For Roll Film and Circuit Work.
AMATEUR FINISHING OUT-

**Made of the
FINEST
PORCELAIN
ENAMEL
THE BEST BY
TEST**

Two Sizes Commercial Outfits for Plates
and Cut Films.



**ALL WATER-
JACKETED OUT-
FITS** have washing
space with circulating
water around both
inner tanks for tem-
perature regulation.

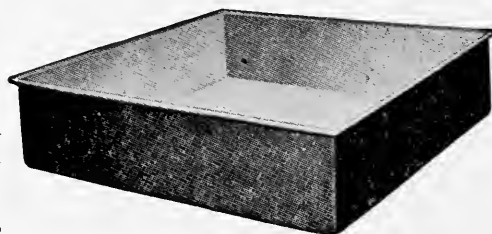


Sizes No. 1 accommodates both 5x7 and
8x10 Portrait Hangers. Size No. 2 is
built for 5x7's only.

**COMPLETE
COMPACT
ECONOMICAL**

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

White Enameled Fixing Baths



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.
"Pioneer Tank Builders" Beaver Falls, Pa.

Avoid Spurious
Tanks. Name "Ster-
ling" on Every Tank.

STOCK SIZES

12x16x5"
18x24x6"

16x20x6"
20x24x6"

10x12x5"
18x22x5"
20x30x6"

How Do You Sort Prints?

Nearly every photo finisher follows the practice of giving a printing number to each order and of marking that number on the back of each print. But how do they unite prints and orders when the prints are dry? Some have wall-racks or pigeon-holes. Some mark out squares on a long table. Others sort the prints on an unmarked table. Give the PAKO Print Sorting Rack a fair trial. It will surprise you.

Keep your orders in a sequence in the printing room. Put ten envelopes in a PAKO RACK. Sort the prints into the numbered compartments. Take the rack to the checking table. Spread prints from first order, faces up. Grab the first envelope. Presto! The job is done. The sorting rack method takes up less space. It enables the Sorter to sit in a chair and sort twice as fast as when reaching for pigeon-holes. Full racks may be stacked until checkers are ready for them. Five Racks are needed for each printer. Five Racks cost fifteen dollars—quickly saved from your pay envelopes.

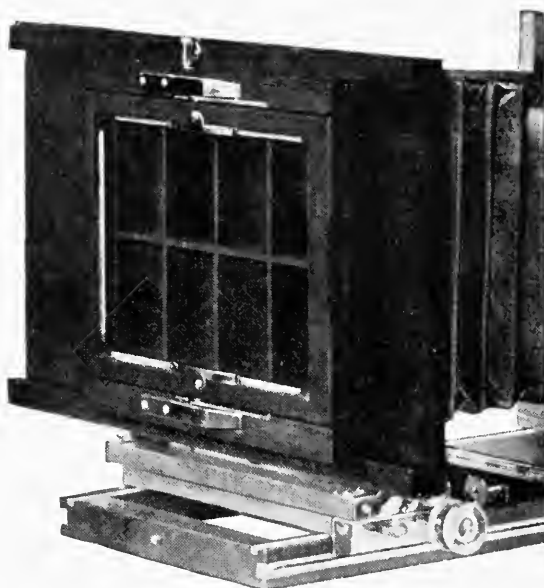
PAKO PRINT SORTING RACKS have nicely finished wood bases with metal partitions—aluminum for lightness, beaded for strength and rigidity. They nest together for storage and will give years of service.

Give them a trial. One or a dozen. Three dollars each.

-- --

Camera Built For Self-Photography

Luther G. Simpian, director of the photographic division of the Yale School of Medicine, has perfected an invention consisting of an arrangement of reflecting lenses and an invisible camera, by means of which it is possible for any one to see in reduced scale the image of himself as it will appear in the finished photograph, and make his own exposures.



Korona Multiplying Back

(shown with ground glass removed.)

Takes eight pictures $1\frac{5}{8} \times 2\frac{1}{4}$ on 5×7 negative. For stamp pictures or identification photo. Will fit on the back of any 5×7 Korona Camera.

Korona Multiplying Back only \$18.50

Adapter Frame to use on 8×10

Korona Cameras 4.50

Adapter Frame to use on 8×10

Eastman or Ansco Cameras 6.00

Adapter Frame to use on 5×7

Eastman Camera 1.50

-- --

Mallinckrodt Chemical Works announce a new complete Collodion, that gives hard, harsh dots, details, graduation of tones, plenty of contrast in every negative.

Photo Engravers, if interested, are invited to write to Mallinckrodt Chemical Works, St. Louis, Mo., for a quart container that will be sent prepaid.

Specify your choice of — — — —

Complete Collodion
Stripping Collodion
Rubber Solution

Please mention Hirsch & Kaye when you request samples.

For Perfect Pictures

Gevaert

(Call it  Gay-vert)

Super Chromosa

The new Gevaert Plate for speed work

Portrait Bromide

An Enlarging Paper Par Excellence

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

Address Dept. No. 8

The Gevaert Company of America, Inc.

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*Manufacturers of Photographic Products for
more than a third of a century*

All Gevaert Products for Sale by Hirsch & Kaye, San Francisco

Fresh Stock

Prompt Shipments

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Dependable Merchandise

Low Prices

FUMOSIN

THE ONLY NOISELESS
ABSOLUTELY SMOKELESS

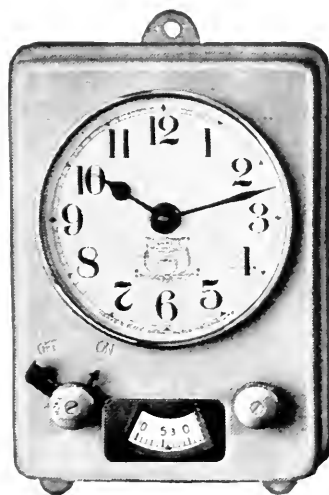
FLASHLIGHT POWDER

NO MORE suffocating fumes and blinding smoke from antiquated flashlight powder! FUMOSIN, a powder recently invented in Germany, has eliminated the age-old horror of flashlight photography. Produced from an entirely new base, FUMOSIN gives off a heavy residue that does not float in the air when discharged. It is highly orthochromatic—and fast enough to set off any speed-gun intended to synchronize the flash with the action of the shutter.

50 Grams, \$1.50 100 Grams \$2.90

Order your lighting equipment and supplies from

Hirsch & Kaye

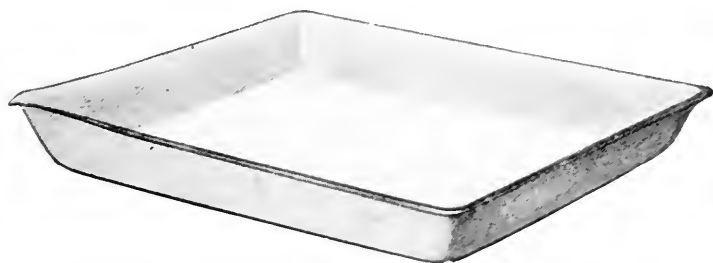


The Hawkeye Reminder

A turn of the knob sets dial for the exact number of minutes you want prints or negatives to wash. Saves your time and energy. A good, dependable clock.

Price \$7.50

ENAMELED STEEL PHOTO TRAYS



Enameled Steel Photo Trays—acknowledged by all experts to be the best Photo Trays now produced—are furnished with a quadruple coat of enamel on armor plate steel, bottoms of trays are flat, depth good, and

the perfect lip on each tray allows the user to pour liquid into the smallest bottle without the slightest trouble. Trays are free from bubbles and other such defects and are thoroughly acid proof.

Capacity	Full size	Depth	Price	Capacity	Full size	Depth	Price
4 x 5	4 ³ / ₈ x 5 ³ / ₈	1 ¹ / ₄	\$0.65	11 x 14	12 ¹ / ₂ x 15 ¹ / ₂	2 ¹ / ₄	\$ 2.80
4 x 6	4 ¹ / ₄ x 6 ¹ / ₄	1 ¹ / ₂	.65	14 x 17	15 x 17 ³ / ₄	2 ¹ / ₂	3.60
5 x 7	5 ¹ / ₄ x 7 ³ / ₈	1 ¹ / ₂	.85	16 x 20	17 x 21	2 ⁵ / ₈	5.00
7 x 9	7 ¹ / ₄ x 9 ¹ / ₂	1 ⁵ / ₈	1.10	18 x 22	19 x 23	2 ³ / ₄	10.00
8 x 10	8 ³ / ₄ x 10 ⁵ / ₈	1 ³ / ₄	1.25	20 x 27	21 x 25	3	12.00
10 x 12	10 ¹ / ₄ x 12 ¹ / ₂	2	1.50	22 x 27	23 x 28	3 ¹ / ₂	13.50

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PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

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Room 420 - Phone Prospect 476

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Send your orders to

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Satisfaction assured

Orders returned promptly

RETOUCHING

That is Better

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That is Superior

Louise C. Bestler

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OAKLAND

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CHROMIUM SQUEEGEE PLATES

These are a real advance in Squeegee plates. For producing superior glossy prints. Made of good quality white metal with extra heavy Chromium coating. Polished to a mirror-like surface. Try them and you will never go back to the old fashioned tins. Hi-gloss plates, 18 x 24, each \$3.50. Order today from

HIRSCH & KAYE

When Retouching use A. W. Faber's



THE FINEST PENCIL MADE

17 degrees of hardness

6 degrees for positive

1 degree sepia

WRITE US YOUR NEEDS OR TELL OUR SALESMAN

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by HIRSCH & KAYE

This Age in Which We Are Living Will Be Recorded as The Age of Pictures

MOST of our entertainment and much of our instruction comes to us today via the camera. Description may err or fail to carry an intended meaning. Sunlight, or a substitute for sunlight and the camera, record facts or at least appearances to a degree that a photograph is accepted as the best evidence in legal affairs.

Astronomers, using cameras, busy themselves taking pictures of eclipses to be studied at leisure. A score of telescopic cameras are at work in various parts of the world photographing the heavens in order to record the present position of the stars in order that future generations may benefit by making comparisons centuries after.

Naturalists are taking photographs of lions in Africa, elephants in their native jungles and of bird, beast and fish everywhere.

In the class room, in the pulpit, in the homes, in the daily newspapers and in temples of entertainment, the public is spending more and more time looking at pictures, and ask-

ing for still more pictures.

With the public so picture-minded, what an opportunity for those associated with the photographic industry! Yes, indeed, and many there are who are making the most of it.

But the profits of photography are not for those who play the waiting game. The buying public is too busy to select at leisure . . . but accepts at random from those who make the proper approach . . . and that is as true of those selling photographic supplies or photographs no less than it is true of those who sell the reels of motion picture film developed into stories of love and romance, comedy and tragedy.

Speaking of motion picture producers, there are those among them who manage to go broke despite the millions that are being made. They remind us of the fact that, after all, much depends upon the man. Some there are who would starve even if it were raining soup.—*Defender Bulletin*.

Beattie's New Hollywood Hi-Lite

MARGUERITE

Sunshine and shadows, foliage and flowers and futuristic designs in unlimited variety, formerly requiring considerable preparation, time and skill to produce, may now be secured by anyone in a few moments with the *Marguerite*.

This Hi-Lite, and arc spot of 12-25 amperes, projects background designs from processed foliage, stencils, etc., made up in the form of slides—directly onto plain walls or fabrics. The slides and stencils, being adjustable, designs may be changed instantly so as to conform to, or become a part of, the ground composition.

At 25 amperes the illumination is sufficiently intense to cover a large background area and at the same time to dominate a high-powdered flood-light, such as the *Odetta*. At the lower power of 12 amperes, and with the diaphragm and screens furnished, the *Marguerite*

becomes an all-purpose spot light.

Supported on a wide, heavy base with large ball bearing, rubber shod rollers, the lamp rolls about easily and without danger of being top heavy, even when lamp head is raised to the maximum of 8½ feet. With lamp head sitting on the floor, the light beam may be directed upward at any desired angle.

The *Marguerite* is equipped with two slides and a set of stencils; diaphragm and diminishing screen; and a special heat resisting condenser. Shipped, freight paid. Price \$110.00.

Projector frame complete with slides, \$22.50. Instantly attached to any Beattie Hi-Lite, and can be easily fitted to any spot using 4½" condenser.

Order today from
HIRSCH & KAYE
Terms if desired

Our Salesmen Tell Us



Miss Judith Martinez has opened her new studio at 2920 Jackson Street, San Francisco. Miniatures are her specialty.

--

Mr. Johnson, for many years camera man for Habenicht Studio, is now with Coleman Studio, Oakland.

--

Mr. Edward Stark of Alta Studio is confined in the hospital with intestinal trouble. We hear he is getting better and hope for complete recovery at an early date.

--

J. H. Weitzman, photographer for Foster & Kleiser, lost his home and practically all his possessions in the fire that swept Mill Valley on July 2. Summoned by long distance telephone he arrived home in time to save a little clothing and a few highly prized negatives.

--

Mr. Walter Knapp, formerly with the Hunter-Hadsell Studio on Powell Street, is now at the Austin Studio on Geary Street.

--

J. T. Bertrand is now manager and cameraman of the Martel-Howlett Studio, Long Beach. Although he has been in southern California for several years, Mr. Bertrand is well known in the northern part of the state where he represented the G. Cramer Dry Plate Co.

Nelson Crocker Hawks within two months of 89 years passed away on July 2 in Alameda. Mr. Hawks was in the photo supply business before the fire, on the first block of Geary Street, about the location of the present Golden Pheasant Cafe. He at one time manufactured a photo paper called Polychrome.

--

Local and visiting photographers should visit the Topsy Roost at the ocean beach. A good chicken dinner, a dance and invigorating ocean breezes. This free advertisement is cheerfully published because Mr. Whitney, one of the owners, is well known as a San Francisco post card photographer.

--

Here is real news. The Habenicht Studio at 130 Geary Street, San Francisco, has been discontinued. Mr. Habenicht started his career with Mr. O. H. Boye at 1026 Market Street some years before the fire of 1906. He now has other interests beside the studio. Mr. Habenicht says he now will visit his stock broker in the morning and play golf in the afternoon. Such is the life of a successful photographer. Hirsch & Kaye purchased the studio equipment which is on display in our bargain room. You can buy the outfit that made one man successful and perhaps, you too can plan to retire.

Our Salesmen Tell Us ---

Came near losing the president of the P. I. P. A. the other day. Geo. Derbfus thought he would take a plane between Seattle and Portland to save a little time. Instead of taking off, the plane headed for a ditch. Almost made a nose dive. To save a lady passenger from catapulting, Geo. braced his arm against the seat in front of her, resulting in a badly sprained arm and shoulder.

-- --

C. J. Hubbell of the Internaional & M. G. M. News Reels has been in New York two months. Getting instruction on the making of sound newsreels. He will be manager of all coast exchanges.

-- --

The Henderson Studio has moved from former address at 413 Georgia Street, Vallejo, to the Pennycock Building, at 426 Georgia Street. The new location is more desirable than the old and indicates the progress the owner, Mr. Henderson, is making.

-- --

Rochester, the Kodak City, will be host to an annual International Salon of Photography. For the past three years a local salon has been conducted by the Rochester Memorial Art Gallery, but hereafter the affairs will be international.

Accepted prints will be hung from December 7 to January 5. Entry blanks can be obtained from Mr. Victor Rayment, chairman of Exhibition Committee, Rochester International Salon of Photography, care of Memorial Art Gallery, Rochester, N. Y.

-- --

X-ray photography is practically identical in the public mind with certain phases of medical and dental science. But such a valuable tool would not readily confine itself to the needs of the anatomical sciences in this day of alertness to new uses for existing processes. X-rays are increasingly being used to determine

the internal structure of inanimate objects.

Steel castings, aluminum castings, metal radio transmission tubes, a variety of other metal objects, and even trees and telegraph poles, have been subjected to X-ray examination. Such examination has already become standard practice in some factories. The principal work along these lines has been done in the Watertown Arsenal and the Massachusetts Institute of Technology in the United States, and in the Woolwich Arsenal in England.

This information, as part of a brief survey of the theory and use of X-rays in industry, is included in a booklet just prepared by the Eastman Kodak Company entitled "X-rays in Industry." The publication, which will be sent to interested persons, has the intention of suggesting some of the industrial applications of X-rays in inspecting the internal construction of opaque materials.

This booklet should stimulate manufacturers to visualize many applications of radiography peculiar to their own businesses.

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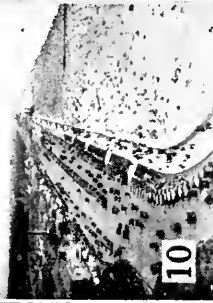
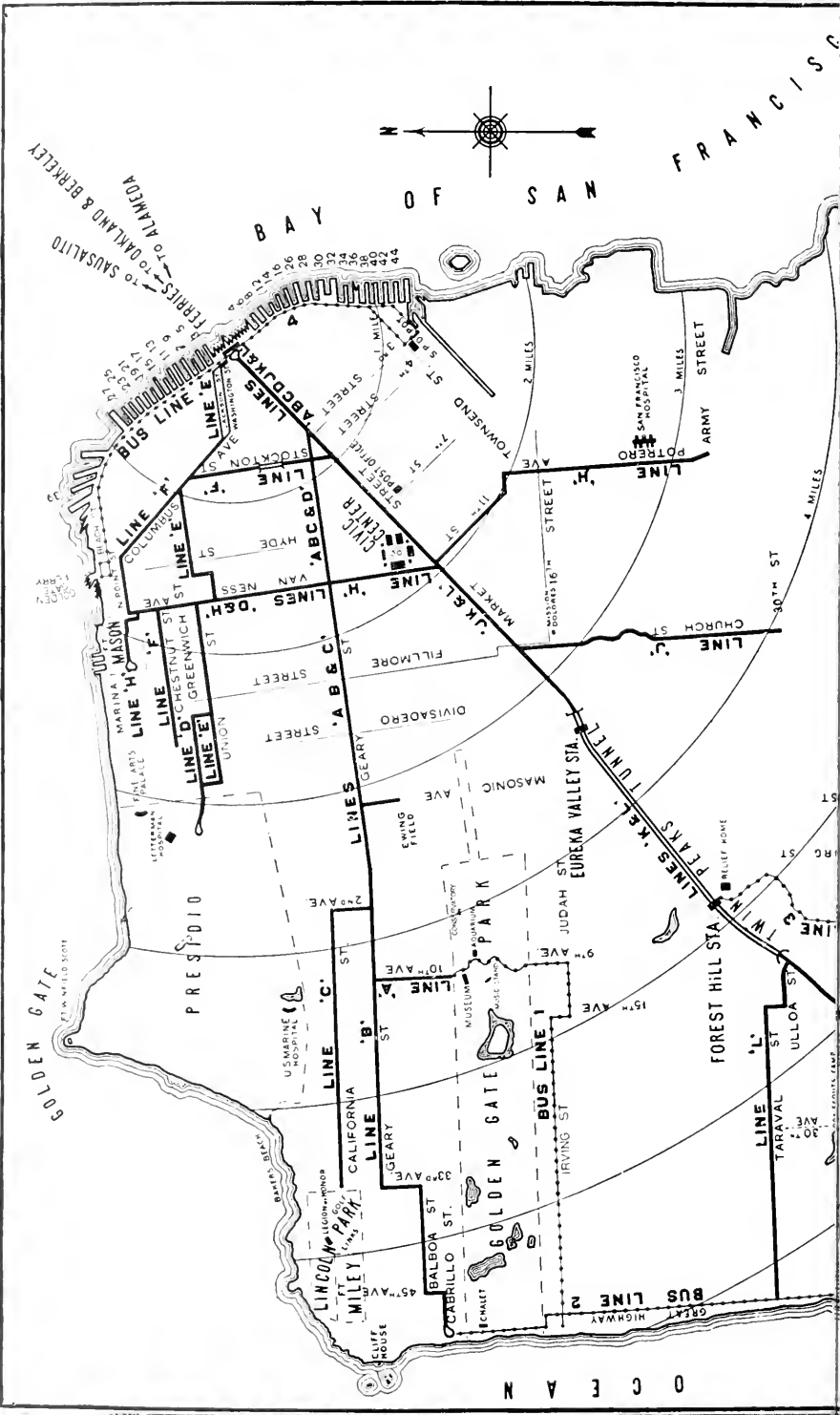
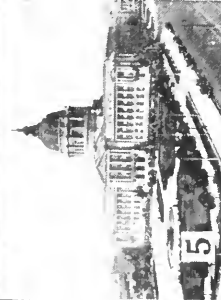
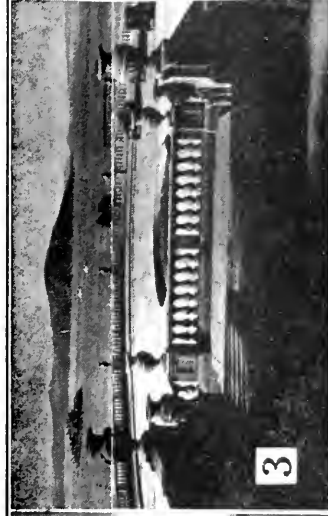
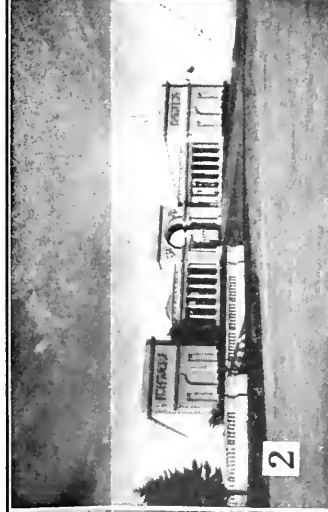
Last year when Mr. Wolff went to the convention the train was late, so he asked the porter why. The porter said: "Well, sah, de train in front is behind, and we was behind before besides."

JULY EVENTS OF OTHER YEARS—

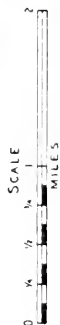
1st—The establishment of the first uniform free mail delivery system in the country's 49 largest cities, 1864, employs 689 carriers.

11th—Guilds having become unpopular, merchants in Marseilles, France, 1650, form an association and adopt the name, "Chamber of Commerce"—the first record of an organization using this name.

Points of Interest and Beauty Spots of San Francisco Reached by Municipal Railway Lines



1927



Explanation of Pictures on Pages 16, 17

1—Ferry Building, located on the Embarcadero at foot of Market Street, one of the busiest terminals in America. On display in this building are many exhibits of the State's products as well as a relief map of California, the largest of its kind.

2—The California Palace of Legion of Honor in Lincoln Park, dedicated to the men who died in the World War, contains rare art treasures and paintings by old and modern French masters, also those of American and California artists. Open to the public daily. Admission free.

3—Telegraph Hill is one of the most historic landmarks of San Francisco, upon which in early days stood the semaphore which signalled the town below of the approach of ships through the Golden Gate. From its summit a magnificent view can be obtained of San Francisco's waterfront and the East Bay shore. Upon this hill and along its base is the Italian Quarter.

4—View of San Francisco from Mission Park.

5—City Hall, beautiful granite building, largest of Civic Center group.

6—State Building, located in the Civic Center.

7—Lincoln Park Municipal Golf Links, situated on the heights above Land's End, commands a magnificent view of the Golden Gate, entrance to San Francisco Harbor.

8—Fishermen's Wharf, termed "Italy Harbor," headquarters of the Italian fishing fleet, one of the spots which make the city so diversely picturesque and so justly popular with sightseers.

9—Yacht Harbor, located on the Marina, where many aquatic events are held.

10—Ocean Beach and Esplanade, San Francisco's favorite amusement resort.

11—Chinatown, the largest and most picturesque Chinese quarter in America, with its Oriental bazaars, tea rooms, quaint restaurants and theatres, affords much of interest for the visitor.

12—The Gjoa (pronounced Yoah), the stout Norwegian sloop in which Captain Roald Amundsen, with a crew of six men, discovered the Northwest Passage from the Atlantic to the Pacific. Dutch windmills, which furnish the water for lakes and irrigation for Golden Gate Park.

13, 14, 15, 16—Golden Gate Park, acknowledged one of the most beautiful parks in America, extends over 1,013 acres, containing many places of interest such as: The Academy of Sciences, Steinhart Aquarium,

De Young Museum and Art Gallery, Japanese Tea Gardens, Children's Playground, Conservatory, Aviary, Zoo, Stowe Lake, Huntington Falls, Strawberry Hill and Band Concourse.

17—Fleishhacker Swimming Pool and Playfield contains a recreation ground for children with many unique amusement features, tennis courts, also the largest and most beautiful outdoor swimming pool in the world. Adjoining is the Harding Municipal Golf Links and Fort Funston.

19—Ocean Beach Amusement Zone at terminus of line B and Bus Route 2.

20—Mission Dolores, otherwise Mission San Francisco de Asisi, the oldest building in San Francisco. For more than one hundred and thirty years services have been held within these adobe walls; was established by Padre Junipero Serra (of the order of Franciscan Fathers) in 1776. Many of the State's most notable personages and characters of early days rest in its adjoining cemetery, among those being Captain Arguello first Governor of California. Located at Sixteenth and Dolores Streets.

21—Famous Cliff House and Seal Rocks, where many seals and sealions are to be seen. Adjoining is Sutro Baths, the finest establishment of its kind in the world, and Sutro Heights, at one time the private residence of the late Mayor Adolph Sutro.

22—The Twin Peaks Tunnel is a single bore 12,000 feet long, the longest municipal tunnel in the world devoted to rapid transit purposes, penetrating the southwestern quarter of San Francisco where charming residential districts have been developed.

23—Forest Hill Station, Twin Peaks Tunnel.

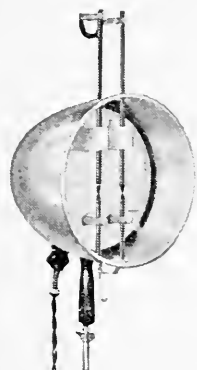
24—Waterfront, with its piers and wharves extending north and south from Ferry Building, affords many interesting sights for the visitor.

Upper Inset—Topographical Map of entire Bay District.

Lower Inset—Civic Center, famed for the architectural beauty of its public buildings. The City Hall, Exposition Auditorium, Main Library and State Building grouped around the Plaza with its well kept fountains and flower beds.

The convention will be held in the Civic group.

All of these points can be reached by payment of a five-cent fare, the lowest in the United States.



THE SUNSHINE TWIN ARC!

IDEAL FOR

MOVIES PORTRAITS COMMERCIAL PHOTOGRAPHS

Let us show you the new Sunshine Twin, a new arc lamp at a popular price. What a lamp it is! And what a bargain you get.

The Sunshine Twin meets the popular demand for a high candle power lamp at a low price. 10,000 candle power! Assures plenty of light for commercial photographs, portraits and movies.

The Sunshine is of the semi-automatic type. By pulling the carbon tip lever the carbons are adjusted for 4 or 6 minutes of constant burning. They are quickly reset for another interval by pulling the lever. So easy to light. So easy to operate.



THE SUNSHINE TWIN FOR
PORTRAITURE



NEW ZEST, BEAUTY
AND CHARM

Bask in the salutary rays of the Sunshine Twin Arc Lamp a few minutes each day and you'll look and feel like a new person.

You can operate the Sunshine Twin on any 110-120 volt direct or 60 cycle alternating current. Uses 8mm x 12" white flame, panchromatic, or Sunshine (therapeutic A) carbons. They are priced at \$2.15 a dozen.

It's well made, too, of heavy gauge aluminum throughout. The stand is fully nickel plated and is 6 feet high. Fifteen feet of cord furnished with each lamp.

The Sunshine is an ideal therapeutic lamp. By using the Sunshine therapeutic carbons in this lamp you can have California sunshine. (Ultra Violet Rays) right in your home or studio at any time.

A few minutes exposure each day before the rays of the lamp at a distance of three feet will be decidedly beneficial. It's a real health builder.

Sunshine Twin Arc Lamp complete with stand only

MANUFACTURED AND GUARANTEED BY

\$24.50

BURKE & JAMES, INC.
223 WEST MADISON ST., CHICAGO

Send today for the Sunshine lamp

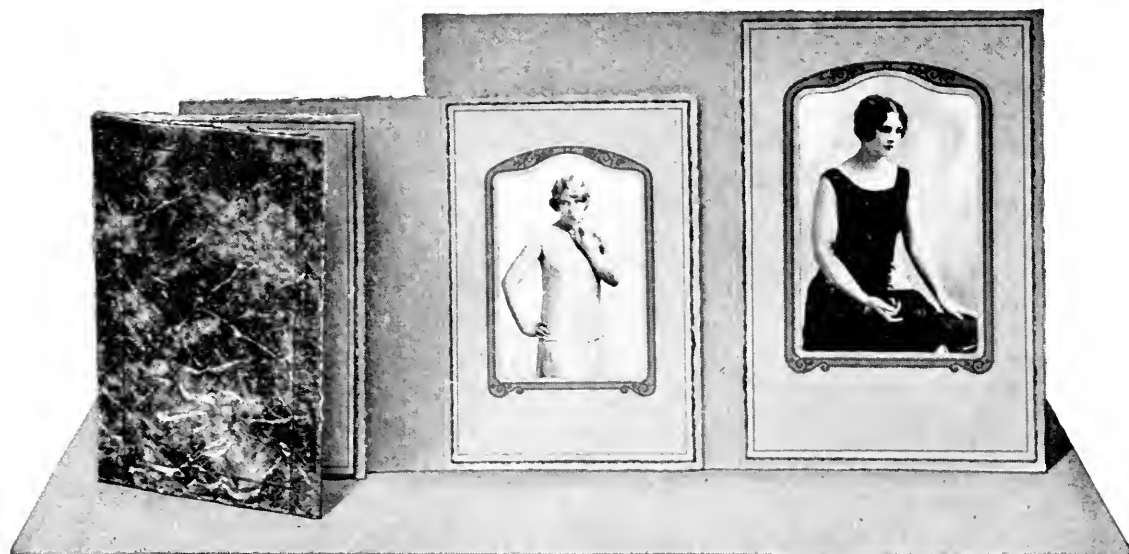
COME OUT OF THE DARK

Do you know that if you use Pinacryptol that we supply from stock and immerse the exposed plate or film in Pinacryptol green desensitizing solution you can do your developing in the yellow or bright light that you use for developing paper? Pinacryptol saves eyesight, permits closer judgment of development, density, etc. One gram makes ten to eleven pints of desensitizer.

PRICES OF PINACRYPTOL GREEN

2 grams \$2.75

A Today's Mounter in Color and Design



THE MURAL (Flamingo Stock)

FOR INSLIP PRINTS

The covers have a duplex color scheme. The outside is modernistically blended Silver-Blue or Gold-Maroon. The inside is photographic shades of Dawn Grey or Neutral to harmonize with the tone of the insert stock. The result is that while the first impression is a highly colorful folder, when folder is opened a photographically correct setting is shown surrounding the portrait.

SIZES	3 x 4	3 x 4½	4 x 6	5 x 7	per 100
PRICES	\$7.50	\$8.00	\$9.50	\$11.50	per 100

While this is an ideal school mounter, do not overlook it for your baby, children and women's portraits. It should bring you good prices.

Samples of both colors for ten cents
SAMPLE OFFER SS—56

Taprell, Loomis & Company

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

I suppose you'll all be in San Francisco next month so here's some good advice for when you come.

-- --

San Francisco is 420 miles from the Center of Los Angeles, but they tell me the Los Angelenos can drive up in three hours from their city limits.

-- --

When you arrive you can see Goat Island, wher they train the kids for the navy.

-- --

And Mare Island, headquarters for the horse marines.

-- --

San Francisco has the man whats been mayor the longest time in a city hall with the highest dome. That is the dome is on the city hall—not the mayor.

-- --

If all the boarders in San Francisco boarding houses were put side by side they would reach—

-- --

Street car fare is a nickel, so leave your car slugs home.

-- --

The Ferry Building belongs to the people of California, but if you try to take your share, you'll get pinched.

-- --

All lots in Golden Gate Park are sold, so don't by any.

-- --

Those red boxes you see are fire alarm boxes. You mail your letters in those green boxes.

I'd offer to show you the hinges on the Golden Gate but I'm afraid you might take a fence.

-- --

Regular U. S. money is used so don't let them hand you cigar coupons for that new money.

-- --

Theres no telegraph office on Telegraph Hill, but if you try to run down Russian Hill you'll come down a-rushin'.

-- --

English is the official language but traffic cops speak the same language they do in your home town.

-- --

No sir! Angel Island does not belong to Los Angeles.

-- --

Photographers wives are admitted free to the Convention. Ye Gods! how many wives can one photographer support.

-- --

The San Francisco hospital is a swell place. The quickest way to get there is to cross a street in the middle of the block any place downtown.

-- --

You can sit on top of the world right in the middle of town by going up Twin Peaks.

-- --

If you dont come—that will be your loss.

Yours for Bigger and
Butter Conventions

JERRY.



**complete
instructions
for making**

natural-color portraits

yours, free on request



Color Plates
***for Natural Color
Photography***

There are no dull times for the photographer who is known to make Agfa natural-color photographs—and the prices obtained are remarkably good.

They increase your business, your profits, and your prestige, bringing to your studio new customers who, ordinarily, may not be interested in black-and-white photographs.

The coupon below is the portrait photographer's opportunity to make a start in this profitable business. Fill in and send it to us, and you'll receive by return mail, and without obligation, one of the most interesting little instruction books you have ever read.

AGFA ANSCO CORPORATION, BINGHAMTON, N. Y.

Please send me a free copy of the Agfa Color Plate Instruction Book.

Name _____ **Address** _____

Ninety Per Cent of Photographic Silver is Wasted

A greater amount of pure silver is used each year in this country in photography and photo-engraving than for any other purpose except the coinage of the United States. By the methods in general use only about ten per cent of the silver consumed in these industries is actually utilized. The remainder is simply wasted in the solutions which are thrown daily into the sinks to go out through the drain pipes.

Several schemes for conserving this waste are now being considered. One consists in saving the solutions in jars and barrels to be refined or evaporated to regain the silver. In most photographic establishments enough silver solution is thrown away each day to plate a couple of dozen spoons or forks.

Like Photographs

CHICAGO, June 6.—Each year residents of Chicago spend upward of \$20,000,000 to satisfy their desire for recording their own faces. The association bulletin shows that there are 508 outlets for photographic supplies in the city and that the payrolls of the Chicago camera organizations reach \$5,500,000 each year.

From the Melting Pot
to your Bank Account

ALBO

gets all the silver from your
Hypo Solution
THE IDEAL PRECIPITANT

—Clean, odorless, speedy,
complete recovery

\$3.00 for 5 Lb. Can

Full directions enclosed

PREPARED BY

Wildberg Bros. Smelting
& Refining Co.

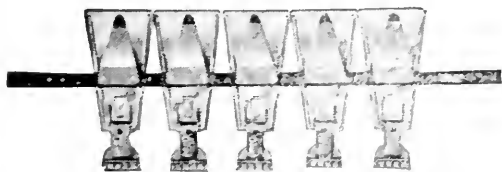
SAN FRANCISCO

Who will buy all the recovered
silver at highest market price

DISTRIBUTED BY

HIRSCH & KAYE

PAKO NEW NO. 5 RIGID ROLL HANGER

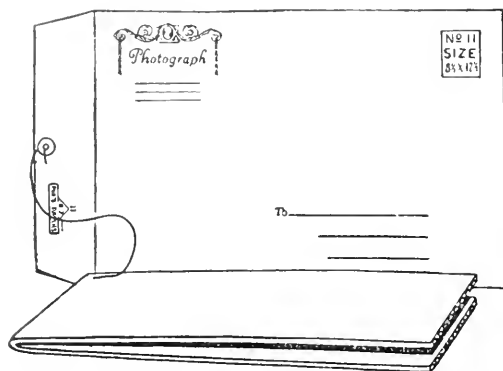


The stick, or rod, is in two pieces, between which are clamped the hanger plates. To each plate is fastened a spring clip for holding order blanks or envelopes without folding. You can leave extra negatives right in the order envelopes and send the whole order through the dark room together. The No. 5 Hanger takes five six-exposure rolls, which will extend the long way across a 48-gallon stoneware tank. This means handling twice as many hangers as were used for the same number of films where our No. 10 hangers were utilized, but—you don't need to lift the hangers and separate the films after immersion in developer. Films on the same hanger cannot stick to each other, and there will be fewer scratches when this style is used, giving a fifty roll capacity in each solution.

PRICE

No. 5 Rigid Roll Hanger

\$3.00 each



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

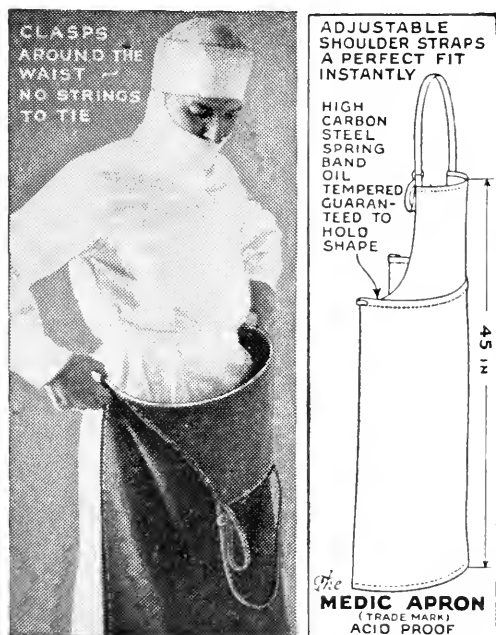
	SIZE
No. 2	$5\frac{1}{2} \times 7\frac{5}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! **PRICES** none can meet! **Prompt Shipments!**



THE MEDIC APRON

No strings, no buttons. Quickly put on or removed. Just what a photographer needs.

The material in these aprons is the same as is used in the manufacture of gas masks for the army, which indicates the high quality. Adjustable shoulder straps fitted with a rust proof buckle.

Medium size, up to 40" waist

measure \$2.25

Large size, over 40" waist

measure \$2.75

HIRSCH & KAYE can fill your orders

San Francisco and the Photographer

Artists of the camera, coming to San Francisco in August for the convention of the Pacific International Photographers Association,—specially those who have not had an opportunity of visiting the city before—have a real treat in store.

Famous for its picturesqueness, its scenic beauty, its life and color of infinite variety, its “atmosphere,” its variegated charm, perhaps no other city in the country has so much of interest to offer to those with an eye for beauty. The scenes and vistas of this city of hills have always been an inspiration to the artist of the camera as they have been to the artists of the brush and the pen.

And aside from its outward aspects, the city has a fullness and richness of its cultural life that must have the strongest kind of appeal to him who has a sense for aesthetic values. It is, in many senses the artistic capital of the West. In music, in literature, in painting, its history is replete with colorful and brilliant pages, and its artistic traditions are no more glowing and vital and varied than its artistic life of today. Come to San Francisco!

-:- -:-

Another Attraction

Visitors to San Francisco are urged to see the all American display of sculpture at the Palace of Legion of Honor, Lincoln Park. This display has been assembled at great expense, from all sections of the country, and is an education to anyone interested in composition. Photographers, especially will be interested.

The Palace of Legion of Honor is located on a knoll overlooking the Golden Gate and is easily reached from down town by car lines 1 and 2, or C. See picture 2, page 17. The display is open on Wednesday and Saturday evenings. Be sure you see it.

-:- -:-

At the Convention

The P. I. P. A. Convention is the meeting place of those who are interested in better studios and equipment.

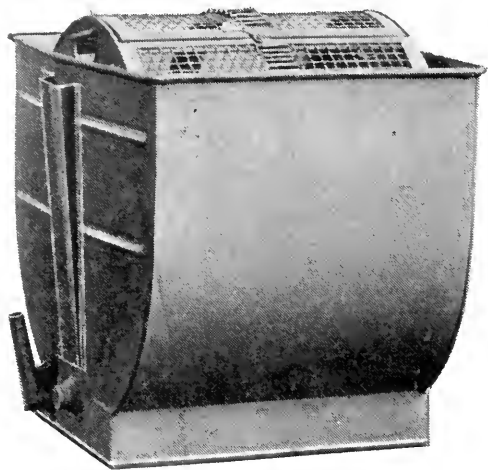
The exhibitors are representative, and progressive firms and individuals who have a sincere desire to serve you.

The products on display are as good as money and skill can produce—the old and efficient methods and equipment for handling new problems as well as the new and improved ways of expediting old routine.

Every exhibitor has something worth while to show you.

You are cordially invited to ask for a demonstration at any exhibit with the assurance that you will be welcome.

TWO GOOD MOTORLESS PRINT WASHERS



REX AUTOMATIC PRINT, POR-
TRAIT, FILM AND PLATE
WASHER

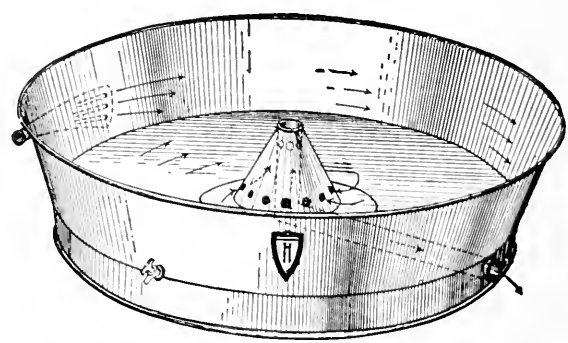
With the use of the Rex Print Washer prints and films of all sizes and weights can be washed all at one time. Its rapidity of action makes it indispensable to the thrifty photographer. The Rex Print Washer requires no attention during the process. It will run with 15 to 20 lbs. water pressure. The water that runs it is used to wash the prints. No extra expense for power.

The prints and films are encaged in a cylinder. The water pressure is forced up from the bottom of a tank and strikes the cylinder or cage. The prints, films, cylinder and water all revolve at the same speed. The prints and films are not forced through the water. By means of a forced outlet, the prints are washed with a continuous change of water. When it is required to remove prints, the cylinder or cage is raised and the water is drained without touching the prints. The washer can be connected to any faucet by a rubber hose. The outlet is arranged at the sides of the tank in such a manner as to take the water from the center of the tank and raise to the top of the outlet tube, which is on the outside of the tank. The tank is drained by means of removing a screw cap placed at the end.

No.	Will wash—	Price
4—	6½ x 8½ or 200—4 x 6	\$15.00
5—10	x 12 or 300—4 x 6	20.00
6—11	x 14 or 400—4 x 6	25.00
7—16	x 20 or 600—4 x 6 or 125	30.00
—8 x 10		30.00
8—18	x 22 or 800—4 x 6 or 200	35.00
—8 x 10		35.00

Plate Attachment

4—	6½ x 8½	Plates	3.00
5—	8 x 10	Plates	3.50
6—	10 x 12	Plates	4.00
7—	11 x 12	Plates	4.50



THE HALLDORSON
CENTRIFUGAL PRINT WASHER

Entering from tap, the water is given great velocity by passing through small openings at the side and is directed along the wall so that it flows around the basin in a circular stream.

The outlet is at center and removes the water from the bottom where it settles laden with hypo and not as in other washers from top where it is fresh. At the same time the level in the basin is kept at uniform height constantly.

The central outlet absolutely prevents massing at outlet as in other washers and the swirling motion of water prevents prints from sticking to sides or bottom, keeping them suspended and distributed in a steady stream of freshly renewing water. Once in the washer the prints need no attention until ready to be removed.

The drain faucet draws off the water when washer is not in use.

24-inch	\$10.00
30-inch	12.50
36-inch	15.00

These print washers are within the reach of every one. Inexpensive and practical.

ORDER FROM

HIRSCH & KAYE

Just Between Us



While enjoying a brief vacation with relatives at Sonora, our treasurer, Miss E. B. Bode, broke her ankle. A few days later, she surprised us by appearing at the office to resume her work. Getting around with a foot in a cast is not pleasant, especially in warm weather, but after all, she showed the spirit that has made the Hirsch & Kaye organization second to none in matters of loyalty and interest.

Mr. H. Peterson who has represented us in the East Bay district has been transferred to the San Francisco district, and will be on duty on the main floor at 239 Grant Avenue. In this way, he will be on hand to greet his many East Bay friends when they call, and to make new friends. Meanwhile, our Mr. Derby will call on the East Bay photographers to broaden his contact with conditions in the bay region.

In the report of Mr. Ferriter's death in Mr. Peterson's column last month, the printer added a line taken from a Monokrom reading notice. The effect, when printed, was a deplorable error, regreeted by each and every one of us, the printer included.

Wayne Perry joins our organization as messenger. Wayne has graduated from Lowell High School and hopes to work his way through college and become an optometrist. As the twig is bent, so is the tree inclined.

Elvis Damon, messenger, has been assigned to the stock rooms as junior stock clerk. He is another bright lad who intends to learn the business.

Ernest Neto, stock clerk on the 4th floor, enjoyed his vacation during the early part of the month. As Ernie says, the hardest part is the first day back.

And while you read these lines, the Editor of THE FOCUS is enjoying a solo hike in the Sierras, away from telephones, back orders, rush orders, printer's proofs, and other products of civilization.

Mr. Bogue is still collecting stamps. Lindbergh, Pan America, Wilkins Antarctic flights and other more recent events are recorded in his collection. His study of stamps and postal laws has given him a knowledge of these matters that is a big help to our parcel post department.

The recent distribution of our Bargain Bulletin kept Mr. Ward mighty busy. Orders arrived by telegram, phone, letter, and by personal call. For awhile it was like a bargain rush at a department store.

That reminds us—a perpetual inventory of bargain goods has been installed. So much used equipment, professional, amateur and movie, comes and goes that it's no easy matter to keep records up-to-date, and answer numerous daily inquiries. The new system will make it possible for you to receive a reply to your inquiry at a much earlier date. Try it.

Plan to attend the P. I. P. A. Convention in San Francisco, August 28, 29, 30.

Bargains for the Photographer

Right now we have call for more used Graflex Cameras than we can supply in certain popular models. If you have a Graflex Camera that is not used, tell us about it. Perhaps we can make an allowance on your camera to be applied to other equipment.

USED PRINT FRAMES

18 x 22 with glass	\$5.75
16 x 20 with glass	4.50
20 x 24 without glass	6.25
14 x 30 with glass	5.25
15 x 40 with glass	9.75
17 x 20 without glass	4.50
14 x 17 with glass	3.50
11 x 14 with glass	2.45
10 x 12 with glass	2.35
8 x 10 with glass	1.40
6½ x 8½ with glass	1.25

USED DEVELOPING HANGER

17—8 x 10 No. 2	40 cents each
18—6½ x 8½ No. 2	35 cents each
19—6½ x 8½ No. 2 up-right style	25 cents each
20—5 x 7 No. 2	30 cents each

Used backgrounds, various designs and sizes. No description matter available. Must be seen in bargain room.

Bargains in assorted stock of carbon tissue. If interested ask for list.

11 x 14 Printer Head. Top opening measures 13 x 16 inches. Build a box for it and you'll have a good hand model printer.

Bargain price \$7.50

Halldorson Flexible Neck Screen with three screens.

\$8.50

11 x 14 Studio Camera, stand with 11 x 14 and 8 x 10 reversible backs for view holders, 5-inch shutter, and Cornell Lens Hood.

Bargain price \$90.00
(Terms if desired)

No 2 F & S Home Portrait Camera with 2½-inch Packard Shutter. Carrying case and focusing cloth.

\$39.50

Springfield 24-inch cutter.

Bargain price \$12.50

No. 3 (5 x 7 and 8 x 10) Hard Rubber Developing & Fixing Box.

\$3.00

8 x 10 Enlarging Camera with Cooper Hewitt M tube.

Bargain price, complete \$75.00

Brenkert Spotlight, (Mazda lamp type) for 400-watt lamp.

\$22.50

Beattie Maxima Flood Light. 110-volt; excellent condition.

\$85.80

Pako Gas-heated Dryer. New drum just put in.

Bargain at \$87.50

Pacific International Photographers Association

(A PACIFIC COAST NON-PROFIT ORGANIZATION)

WE ARE WORKING FOR YOU

YOU SHOULD BE INTERESTED IN THE ASSOCIATION'S
MAJOR ACTIVITY

THE ANNUAL CONVENTION

the purpose of which is to disseminate a wider knowledge of photography among members of the profession and promote a wider use of photographs by the public.

The 1929 Convention is to Be Held in San Francisco

CIVIC AUDITORIUM—AUGUST 28, 29, 30

OPPORTUNITIES THIS CONVENTION OFFERS YOU:

1. Lectures and demonstrations by leaders in the profession.
 - A. Sales Promotion.
 - B. How to collect bills promptly.
 - C. Actual posing and lighting demonstrations.
 - D. Proper use of color sensitive materials.
 - E. Latest methods in Commercial Photography.
 - F. Service Bureaus for roundtable discussion of trade problems.
2. A comprehensive manufacturers' display covering approximately 12,000 square feet of floor space—featuring the newest material and latest equipment, presenting opportunities to learn how others are using them profitably.
3. An opportunity to exhibit *Your Own Pictures* where they will be seen by the interested general public. You, as a member, will be furnished with a supply of invitations for your own use.

(NOTE: Specify Quantity desired on Application Blank)

This Convention is for *Your* Benefit

Do Your Part by Sending Your Dues Now

Use Application Blank Below

NOTE:—Kindly send me _____ invitations for the picture exhibit which I agree to use for my friends, customers, and prospects.

APPLICATION FOR MEMBERSHIP

Pacific International Photographers Association

OLGA DAHL, *Chairman Northern California Membership Committee*

717 MARKET STREET SAN FRANCISCO

I hereby apply for acceptance and attach fee as: _____ Date _____

☐ \$10.00 Active member (studio owner).

☐ \$ 5.00 Associate member (partner in studio where one active membership is held. Dealer or manufacturer).

☐ \$ 2.50 Affiliate member (studio employe).

It is understood that I shall be required to pay no additional fee for registration at the annual convention of the Association, that I shall receive one year's subscription to *Camera Craft*, the official magazine; all service helps and materials distributed by the association, and all copies of the official bulletin, *Hi-Lites*, as published.

If accepted for membership, I will abide by the Code of Ethics and the Constitution and By-Laws of the Association now in force and as may be amended.

Name _____

Box or Street _____

City or State _____

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Alameda	Box 2206, The FOCUS	Richmond	Box 2226, The Focus
Los Angeles	Box 2211, The FOCUS	Salinas	Box 2215, The Focus
Madera	Box 2228, The FOCUS	San Francisco	Box 2235, The Focus
Monterey	Box 2242, The FOCUS	San Francisco	Box 2237, The Focus
Oakland	Box 2143, The FOCUS	San Francisco	Box 2208, The Focus
Palo Alto	Box 2153, The FOCUS	San Jose	Box 2222, The Focus
Pismo Beach	Box 2232, The FOCUS	Santa Paula	Box 2164, The Focus
Pomona	Box 2224, The FOCUS	Stockton	Box 2197, The Focus
		Stockton	Box 2239, The Focus

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

Utah

Salt Lake City	Box 2230, The Focus
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New Mexico

La Cruces	Box 2217, The Focus
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INFORMATION WANTED

Information wanted at SERVICE DESK, about—
P. Hanlon, formerly, Corning, Calif.
C. J. Briggs, formerly, San Francisco.

H. M. Collett, formerly, Eugene, Ore.
Gail Wellington, formerly, Reno, Nev.
P. J. Standar, formerly, Dunsmuir, Calif.
Mrs. S. Denton, formerly, Oakland, Calif.

Just Enough Faster to Win

- (1) . . . on the dark day, or with artificial light or flash.
- (2) . . . with nervous, restless clients—or children.
- (3) . . . when it is your only chance to make the negative—and you must be SURE.

That's Seed "27" *Gilt Edge* Dry Plate

Write us for the name of your nearest dealer

Distributors Seed, Stanley, Standard Dry Plates

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

DEFENDER



Direct Development Tones

There's no need for a separate toning process when you use Athena "Old Ivory" and the Athenon developer. Warm, olive-brown tones are secured by direct development—distinctive tones which will please your customers because the prints are warm and rich and brilliant.

There are four grades of *Old Ivory* to choose from—V Smooth, W Rough, X Silk, all on ivory tinted stock, and Y Silk on cream white stock. And these same surfaces may all be duplicated in enlargements made on Vitava Projection Paper.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers

HT^E FOCUS

Published Monthly in the Interests of Professional Photography

Volume V

AUGUST, 1929

No. 8



Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

Out of the Dark

with



Pinacryptol Desensitizers

They save your eyes

These famous Agfa desensitizers—a contribution of advanced technical research—enable the photographer to develop his plates and films in bright yellow light, thus controlling the quality of his negatives with greater certainty and eliminating eye-strain from the use of the deep red or green safelights so long considered a necessary evil.

Pinacryptol Green and Pinacryptol Yellow, the use of which is supremely simple, make developing a pleasure, and assure better results. Once used, they become a necessity in the dark-room.

Agfa Pinacryptol Green

This is a particularly excellent desensitizer for general use with uncorrected and orthochromatic plates and films. After the negative has been immersed in Pinacryptol Green it can be transferred to the developer, and developing conducted by eye-saving yellow light (such as is safe for slow developing papers like Noko and Professional Cyko).

Agfa Pinacryptol Yellow

The recommended desensitizer for Agfa Color Plates, also for panchromatic emulsions in general. In solution it is almost colorless. After the negative has been immersed in Pinacryptol Yellow, development may be conducted by clear red light, as used for bromide paper, eliminating the need for green safelight glasses.

PRICE LIST

<i>Pinacryptol Green</i>		<i>Pinacryptol Yellow</i>	
1 gram (15 2/5 gr.)	\$1.60	1 gram	\$1.20
2 grams	2.75	2 grams	2.20
5 grams	6.50	5 grams	5.00
10 grams	12.00	10 grams	10.00

The above are dry powdered. Pinacryptol Green is also supplied as a concentrated stock solution (1:500) in bottles containing 100 ccm. for dilution to about one quart ready for use at, per bottle, \$1.00.

*Develop in comfort. Save your eyes.
Come "out of the dark" with Agfa Desensitizers.*

AGFA ANSCO CORPORATION
BINGHAMTON, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Vol. V

AUGUST, 1929

No. 8

: IN THE PROFESSION :

J. E. HARDING

From range rider in Wyoming to photographer in a southern California town is a considerable change of occupation. Some people would miss the big open spaces, but J. E. Harding seems to have prospered by the change.



"Straight-shooting cattlemen left their mark."

Born in New York State, he went to Wyoming after the death of his parents. Wyoming today, and the Wyoming of the cattle war days, in the 90's, are two different places. He came to California, but in 1895 returned to Cheyenne, and associated with M. G. Walker, one of the best known proto-graphers in Wyoming.

In 1900 he returned to California and opened a studio of his own in Los Angeles and later in Pasadena. At present he is located in Santa Paula, an interesting little city northeast of Los Angeles, and one of the towns swept by the flood caused by the St. Francis Dam disaster. During the summer months, his studio activities have been curtailed by removal to a new location, but this fall will find him in an attractive new building of Spanish design, and incidentally one of the nicest studios in southern California.

Mr. Harding is married, and has a daughter attending the University of California.

He is a state officer of the F. O. E.

and has a strong feeling against giving unearned discounts or premiums to his customers. Perhaps the days spent among straight-shooting cattlemen in Wyoming have left their mark on his code of ethics.

-- --
ALL WORKS of art must bear a price in proportion to the skill, time, experience, and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest, they are attended with much less profit to the artist than those which are called cheap. Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.—*John Ruskin.*

-- --
DO YOU?

I believe in the stuff I am handling—that honest stuff can be handed out to honest men by honest methods.

I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job.

I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.

I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds.

—*Elbert Hubbard.*

They Pay Dividends



*Free Flowing as the
Waterfall*

Mallinckrodt

PHOTO

Alum

and

PHOTO

Chrome Alum



*Crystal Clear Solutions
Without Filtering*

*Save Time
Weigh Easily
Dissolve Clearly*

IT is not necessary to filter to make crystal clear solutions. Not only will they be free from any cloud, but no suspended matter will be found. Clearness of solution is a safeguard against spotting and is an indication of unusual purity.

Can you afford not to use them? Your stock house has them. Specify Mallinckrodt original containers on your next order.

❖
Two of the
"Physically and
Chemically
Perfected Photo
Chemicals"
by

Mallinckrodt

❖

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York



Things you should know---

HELPFUL HINTS FROM HERE AND THERE

When acetic acid cannot be obtained for the fixing bath, the only substitute which appears to be generally available is sodium bisulphite. Bisulphite of soda, NaHSO_3 , is intermediate between sulphite of soda and sulphurous acid, and is, therefore, equal in acidity to a mixture of equal proportions of these two substances. It makes a satisfactory acid fixing bath, but does not give quite as good a reserve of available acid in the bath as acetic acid does. This is of importance particularly in connection with the hardening agent used in the fixing bath.

--- --

Developer Stains: to remove from the hands. Solution of citric or oxalic acid. Silver nitrate stains: Water, 4 ounces; chloride of lime, 350 grains; sulphate of soda, 1 ounce. Apply with a brush.

Halftone Screens: Halftones are made coarse or fine depending upon the paper they are to be used upon, and the degree of this quality is measured by the number of lines to the inch. The correct screen for newspapers is 65, for trade papers and magazines 110, and for best enamel papers 150.

--- --

Gluing Leather on Cameras: When gluing the rather stiff leather on cameras if the leather is thoroughly soaked with water, by painting it on with a brush, it will lose its stiffness and can then be glued snugger to the case. Wet leather shrinks in drying and hence makes a nicer job.

--- --

Blackening Mixture: Dissolve a 4-ounce stick of Licorice in 8 ounces of water with the aid of gentle heat. When

dissolved rub into the mixture 1 ounce of burnt sienna in powder, using the back of a spoon for this purpose. When cold, bottle for use.

--- --

The lens should be kept clean: This is of much importance, as lenses gather a greasy film from the air in a short time. If this is not removed, the lens will work much more slowly and the negatives may lack brilliancy and show fog.

For cleaning the lens take

Water	3 ozs.
Alcohol	1 oz.
Nitric acid	3 drops

After dusting the lens, rub with an old clean cotton cloth dipped in this solution and polish with a dry piece of the same cloth.

--- --

CHROMIUM INTENSIFICATION

It is occasionally found that the minimum quantity of hydrochloric acid which should be employed, together with the potassium bichromate solution, in order to produce the maximum degree of intensification sometimes fails to bleach the negative to more than a very slight extent. In such cases the probability is that more acid than stated will have to be added before bleaching is complete. In cases where this phenomenon occurs the cause should not be attributed to weak acid, if the latter has been obtained from a reputable source. It is due merely to the fact that the acid is rapidly exhausted by acting upon the familiar alkaline coating on photographic trays which is a feature of so many water supplies.—*British Journal.*

Commercial 8 x 10 Elwood Enlargers

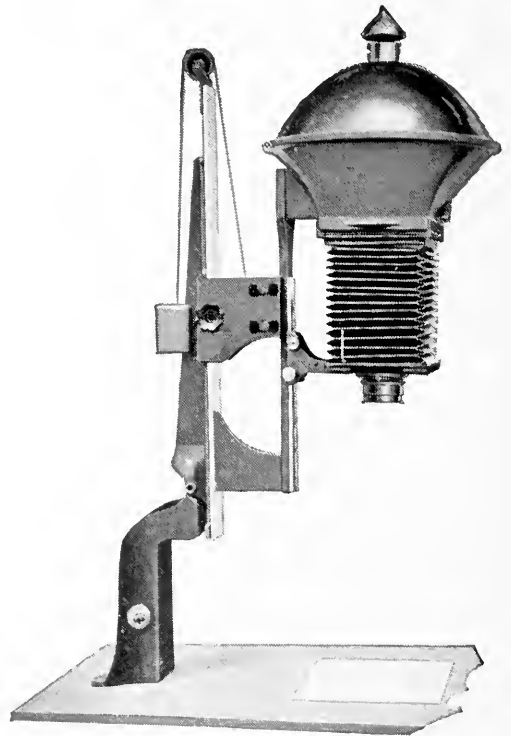
Here is the enlarger made to fill the requests for an 8 x 10 model to do all classes of projection printing and also to be moderate in price.

It is exceptionally rigid and accurately built, the most exacting map, architectural work, or enlargements to scale, may be made with certainty. The large silvered and highly polished reflector does the work with surprisingly short exposures. The base of main stand is drilled so that it may be screwed or bolted to a table or rigid bench.

Specifications

Height of Vertical Standard 60 in.
 Greatest height over all 80 in.
 Greatest height negative to paper . 68 in.
 Light recommended, all frosted
 200 or 250 watt
 Rack and pinion focusing Bel-
 lows extension 26 in.
 Enlargers 40 x 50 in. 5 diam.
 Reduces $3\frac{1}{4} \times 4\frac{1}{4}$ $\frac{1}{3}$ diam.
 Weight boxed for shipment 200 lbs.

Price of enlarger only without lens, but including one 200 watt light bulb, electric cord and switch.



We recommend any high grade anastigmat lens of $8\frac{1}{2}$ to 12 inch E. F. for enlarging from an 8 x 10.

Price—\$125.00

Deferred Payments if desired

Order today from HISCH & KAYE

Hypo in Sacks

Some photographers, who use chemicals in small quantities find that a 100 pound keg of Hypo is too much to keep on hand. For their convenience, we now stock Pea Crystal Hypo in 25 pound sacks. The sacks are especially made for this purpose and are moisture proof and can be shipped by express or parcel post at minimum expense.

Price **\$1.85** per sack



Artist Smocks

Easily cleaned, they are neat in appearance. Add professional dignity to your studio and comfort to yourself. Colors, tan, green and blue. Sizes 34 to 44
\$2.75 each

SATRAP METALLON PAPERS IN GOLD AND SILVER

The Latest Development in Metallic Papers

A NEW AND IMPROVED metallic paper which prints any negative by contact or enlarging on a *GOLD* or *SILVER* base. Instead of the usual black image on a white base, you get a black image on a gold or silver base with gold or silver highlights. Remarkable and unusual effects are obtained in still life compositions, interiors, portraits, marine scenes, miniatures, silhouettes, greeting cards and gold and silver anniversary pictures. It is a paper unequalled in the photography of objects made of gold, silver, nickel, glass, steel and brass; can be used for photographing jewelry and furniture as well as for catalog work and general advertising.

Prints made on SATRAP METALLON GOLD or SATRAP METALLON SILVER are lasting and non-fading, and can be toned for color effects.

The methods of handling, developing and fixing are the same as for ordinary fast gaslight papers.

PRICES IN GOLD OR SILVER

5 x 7	\$1.00 per dozen	\$10.00 per gross
8 x 10	2.25 per dozen	22.50 per gross
11 x 14	4.00 per dozen	40.00 per gross

Supplied only in glossy double weight stock

This paper will be found especially attractive for *Christmas Greeting Cards* and specialties.

ORDER TODAY FROM HIRSCH & KAYE

When the School Bells Ring

SOMEBODY has said that not until the children go back to school in the fall do Americans really go back to work.

If this is true of any business, it is probably true of photography and photographers.

If you have been taking a summer

vacation, that's all right but the school bells ring in September.

In many respects this will be the most interesting fall photography has ever had. A united intelligent effort to build the industry should be an incentive to every man in it to do more and better.

Put a little extra steam on this Fall!

Accomplishment

We are supplying emulsions of different speeds and color-values—some are single coated and others double coated. We are specialists in negative making material. Get the habit of using our SPECIAL BRANDS for SPECIAL WORK and put yourself in the money-making-Class of photographers.



Hammer Dry-Plate Company

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Stop Waste. Save Time, Money, Solutions. For best results install a STERLING DEVELOPING TANK OUTFIT

FIT For Roll Film and Circuit Work.
AMATEUR FINISHING OUT-

Made of the
FINEST
PORCELAIN
ENAMEL

THE BEST BY
TEST

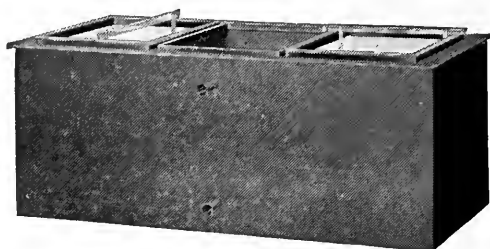
ALL WATER-
JACKETED OUT-
FITS have washing
water around both
inner tanks for temp-
erature regulation.

COMPLETE
COMPACT
ECONOMICAL

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

Avoid Spurious
Tanks. Name "Ster-
ling" on Every Tank.

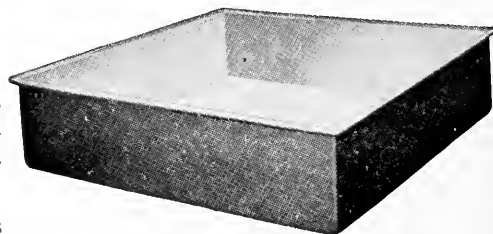
Two Sizes Commercial Outfits for Plates
and Cut Films.



Sizes No. 1 accommodates both 5x7 and
8x10 Portrait Hangers. Size No. 2 is
built for 5x7's only.

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White Enameled Fixing Baths



STOCK SIZES

12x16x5"
18x24x6"

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10x12x5"
18x22x5"
20x30x6"



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.
"Pioneer Tank Builders" Beaver Falls, Pa.



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Just the thing for writing on dark album leaves or mountings. For your use or for resale. Display fixture free with each order for 12 or more.

10¢ EACH

Special prices in quantity for resale.

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Here's a Pencil for Every Purpose! Blaisdell Pencils will appeal to you.



Number	Price each
852 - Black Negative Marking	.15
855 - Black Photo Spotting	.15
1 - Lt. Brown Sepia Spotting	.15
2 - Dark Brown Sepia Spotting	.15



168 - Blue, Glass Marking	.15
169 - Red, Glass Marking	.15
156 - White	.15



273 - Skin Marking, Black	.15
269 - Skin Marking, Red	.15
266 - Skin Marking, Brown	.15
856 - Sepia Spotting	.15

Please specify when you order.

Victor Flash Powder

Is recommended for use in the flash equipment on page 13-14

Victor Flash Powder is now made in the following grades of speed to meet all requirements.

The *Soft Grade* (Blue Label) is the highest in illuminating quality and makes almost no smoke or report. It is, however, slow burning and therefore only suitable for commercial work and interiors without life.

The *Portrait Grade* (White Label) is very high in illuminating quality, makes but little smoke and very little report. In amounts under $\frac{1}{8}$ oz., not spread out, and ignited by ordinary hot spark, it burns rapidly enough to prevent ordinary movements of subjects.

The *Normal Grade* (Red Label) is the most suitable for general work, and is by far the most popular of all flash powders. It is very high in illuminating quality and burns rapidly enough in any quantities to stop ordinary movement of subjects. Makes but little smoke or report.

The *Extra Fast Grade* (Yellow Label) is a very fast burning powder for photographing unusually active subjects. It is a trifle lower in illuminating quality and makes a somewhat louder report than the Normal Grade.

Normal Grade is always supplied, unless other grades are specified.

Put up only in corked glass bottles which keep it in perfect condition indefinitely.

$\frac{1}{2}$ ounce, net weight, per bottle	\$0.55
1 ounce, net weight, per bottle	.90
2 ounces, net weight, per bottle	1.70

-- --

Fumosin

THE ONLY NOISELESS ABSOLUTELY SMOKELESS FLASHLIGHT POWDER

Produced from an entirely new base, Fumosin gives off a heavy residue that does not float in the air when discharged. It is highly ortho-chromatic—and fast enough to set off any speed-gun intended to synchronize the flash with the action of the shutter.

Use it as you would an ordinary powder. With Fumosin, you now can have access to hotels, hospitals, museums, banquets and conventions, where flashlight exposures have heretofore been a barrier to your entrance.

50 Grams,	\$1.50
100 Grams,	\$2.90

For Perfect Pictures

(Call it  Gay-vert)

Super Chromosa

The new Gevaert Plate for speed work

Portrait Bromide

An Enlarging Paper Par Excellence

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

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*Manufacturers of Photographic Products for
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Fresh Stock

Prompt Shipments

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Dependable Merchandise

Low Prices

SERMON ON ECONOMY

"Count ALL the costs" says Hy Poe



"I've backed prints with muslin and paste," says Hy Poe, prominent in the development of the photographic industry, "until I cozed paste from every pore. I looked like a cross between a dress maker and a paper hanger. My friends avoided me.

"Then fortune smiled! I was introduced to Holliston Photo Cloth. Immediately I learned what economy meant in cloth-backed photographs. I found 15 reasons why Holliston Photo Cloth was better, cleaner, quicker, easier, less waste, etc. And it's easier on the throat too—no complaints from customers to answer.

"I would like to do something in a big way for my struggling co-workers and so I offer—FREE—the advice, send for samples via next mail."

HOLLISTON PHOTO CLOTH

FOR SALE BY

Hirsch & Kaye

Order your supply today

WHAT THE JUSTOPHOT WILL DO



Justophots measure correct exposure automatically under all possible conditions. They mechanically solve all exposure problems.

Correct exposure is the foundation of photographic success. Justophots economize material, prevent disappointments, and are the cause of better photography.

Justophots are independent of altitude, climate, hour, season and geographic location. Equally correct for near or distant subjects. Apply directly to any kind of lens.

Justophots indicate instantly correct exposure for sun and twilight, in studios and interiors, for color photography, mountain scenes, seascapes, and under any kind of artificial illumination.

Justophot, complete with sole leather case, abbreviated instruction and Reference Book.

\$10.50

The quicker you have one, the quicker you will save the cost of spoiled negatives.

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COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

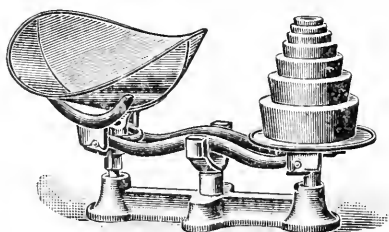
Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

H & K Soda Scales



Capacity $\frac{1}{2}$ ounce to 4 pounds

Price, \$4.00

PUTZ-POMADE

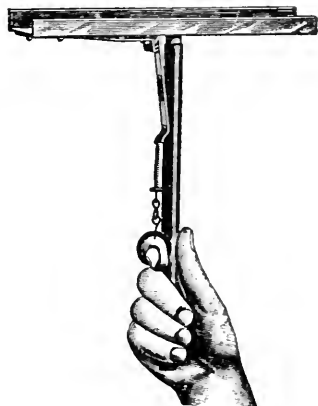
An unexcelled reducer, applied with a cloth or a tuft of cotton. Skilled negative workers will not be without it.

Per tin, 25 cents

The New Improved Automatic Dependable Flash Lamp

A most reliable and convenient means of firing the amount of Victor Flash Powder which is required for small groups and interiors.

In this improved model the flash-pan and trigger holder are made of extremely light, yet strong, non-rusting metal which cleans easily. Handle is larger in diameter and with the lighter pan gives a perfect balance to the lamp in the hand.



Ignition of the powder is by specially made, very reliable, paper caps, which are furnished with the lamp. In any position of the lamp this cap is held at the proper place to insure ignition.

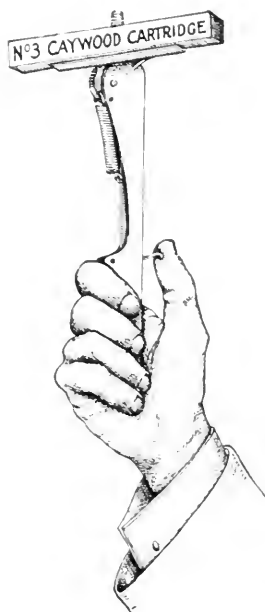
As the powder is fired the instant you pull down the ring which is engaged by your finger, as shown in cut, exposure can be made at the exact moment you desire. There is no sound, preceding the flash, produced by the operation of this lamp to attract the subject's attention.

This lamp automatically engages the firing spring, and is consequently always ready for firing after cap is placed. There being no spring to pull down and set, the possibility of premature accidental firing of the lamp is eliminated.

Handle detaches from the pan making it very compact for carrying.

Prices

No. 1—10-inch pan, with 50 caps	\$1.25
No. 2—15-inch pan, with 50 caps	1.75
10-inch Aluminum Reflector for No. 1 Lamp	.25
15-inch Aluminum Reflector for No. 2 Lamp	.35
2 oz. Bottle Victor Flash Powder	1.70



Caywood Regular

Has a 4-inch detachable pan, and a leatherette hand guard, which will permit the use with safety of as much as 60 grains of Victor Flash Powder. Lamp is only 8 inches long and weighs but a few ounces.

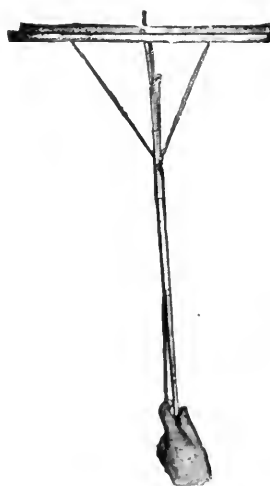
Price \$1.75

Caywood Extension Model

This model is the same as the Regular Model except that it has a folding extension handle which increases the distance from your hand to the flash-pan, thereby permitting the use of as much as 75 grains of Victor Flash Powder. The lamp with handle folded is only 9 inches long.

Price \$2.25

Caywood Commercial



This model has a flash-pan 13 ins. long. It has a three-section telescopic steel tubing handle which when fully extended puts the flash-pan 40 inches from your hand. But when desired only one or two of the telescopic sections need be extended. This lamp is of ample capacity

to take the maximum charge of Victor Flash Powder which should be used in a hand held lamp (150 grains). Price \$4.50

Victor Paper Ignition Caps, per box of 50	.10
½ oz. Bottle Victor Flash Powder	.55
1 oz. Bottle Victor Flash Powder	.90

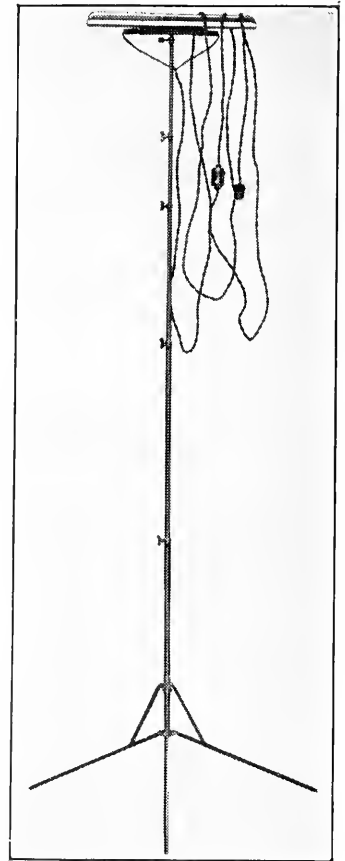
Victor Electric Flash Lamp

THIS lamp operates on any 110-volt lighting circuit or may be worked on two 22½ volt radio "B" batteries connected in series. Ignition of the Victor Flash Powder is accomplished by the burning out of a small metallic fuse. The spark produced is extremely hot, insuring certain and instant ignition of the flash powder.

With them very large interiors may be very satisfactorily illuminated as any number of these lamps may be connected in series and fire simultaneously.

The flash-pan, which is 1¾ x 15 inches, although very light in weight, is very strong, being made of a special new metal having the weight of aluminum and the strength of mild steel. It cannot rust, and is easily cleaned of any deposit left by the flash.

As shown by illustrations, it is supplied either for use in the hand or supported on a standard. The handle for the hand lamp is 22 inches long. The standard for supporting it from the floor will elevate the lamp as high as 9 feet. It is made in five sections and is only 22 inches long when telescoped. It has a lock screw to prevent the pan from turning. Its light weight will permit its use as a nextension handle when it is desired to support the lamp by hand, but at a considerable height.



Prices

Flash lamp for hand use with handle, 25 feet of wire with push switch and swivel attachment plug, and package of 50 fuses \$7.50
(Total weight of above 1½ lbs.)

Polished nickel plated seamless brass telescopic supporting standard as described 6.00
(Weight, 2½ lbs.)

Extra Fuses, per package of 5050

When two or more lamps are ordered, state whether they are wanted for operation separately as single units, or for operation together in series, so that we may send proper connections.

No matter what your lighting problems may be, for studio, commercial, or portable use, suitable equipment can be supplied by

HIRSCH & KAYE

Your logical source of supply

RUSSIANS PUT ON STYLE FOR PHOTOGRAPHERS

PROLETARIAN BECOMES LIKE BOURGEOIS TO FACE CAMERA

By J. Edward Angly, Associated Press Staff Writer, in the Chronicle, S. F.

MOSCOW, (AP)—The Russian of the revolution is a thorough-going proletarian until he visits the photographer. Then he becomes a bourgeois.

On the street old unpressed clothes and a cap are the only wear, but when your bolshevik goes to have his picture taken he spruces up.

PROLETARIAN SPRUCES UP TO BE PHOTOGRAPHED

The pictures in all the many photographers' shop are of people who obviously dressed for the occasion. The women are almost invariably in evening clothes or with a bit of transparent fluffiness about their shoulders—something one never sees in public any more in Russia.

And the men have their hair slickly pomaded and often pose in hats and with stiff collars—both of these articles being rare on the streets. Some of them even put on a dinner jacket or a full dress suit for their photographs.

There is one exception to this bourgeois vanity that overcomes proletarian principles—or, to use the pet word of the reds—proletarian ideology. The exception is the man high up in the government.

There are thousands of statues and millions of pictures of Lenin in Russia. Not one of them shows him in a well-pressed suit or wearing a stiff collar. It is the same with Trotzky, with Stalin, with Kalinin, Rykov and the rest. Always they wear the rough soft collared shirt of the worker and let the creases in their trousers go hang.

Having one's suit pressed is very expensive in the first place, and—what is a stronger factor still—it is regarded as a bourgeois prejudice.

EVENING CLOTHES KEPT FOR EMBASSY VISITS

In their embassies abroad the reds wear cutaways in the daytime and formal evening clothes by night, just as all the

bourgeois diplomats do. But at home evening clothes are confined to occasions on which Russian officials are invited to foreign embassies and legations in Moscow.

And then many of them seem to take pains not to be impeccably attired. At a recent soiree in one of the foreign embassies in Moscow this correspondent encountered Litvinoff, who runs the Foreign Office when Chicherin is away. He was, like all the other guests, in swallow tails. But his evening suit looked as if he had slept in it.

-- --

Genuine "Hauff" Metol

This popular chemical is carried in stock for those who prefer the original brand of Metol. Supplied as follows:

1 oz.	\$.55
¼ lb.	2.00
½ lb.	3.65
1 lb.	7.00

Hirsch & Kaye

YOUR LOGICAL SOURCE OF SUPPLY

-- --

The Front Page

Through courtesy of *The Commercial Photographer* we reproduce a picture of E. M. Hammond of Porterville, Calif., in the act of making a copy.

The stand is No. 2 Folmer Laboratory Stand, and the camera is the Crown Enlarging, Reducing and Copying Camera. The picture gives you an idea of the complete equipment installed by Mr. Hammond. Although he is located in what is photographically known as a small town, Mr. Hammond enjoys a volume of business that would be gratifying to many a big city man.

Modern equipment and modern aggressive methods, often overcome what seem to be handicaps of location.

Our Salesmen Tell Us



Dempster of Sacramento is a very busy man these Kodak days; not too busy however to miss his daily swim in a private plunge on the outskirts of town. Each day it is a real party. The wife and two children are there of course; as well as friends. The writer accompanied them on his recent trip to the Capital City.

R. E. Stinson has sold his Red Bluff studio and is planning a fishing trip up in the Mount Lassen Country. He plans to get into action behind the camera again in August.

Mr. and Mrs. Rabe of Alhambra have been enjoying a well deserved rest in Northern California and incidentally paid our store a visit during the past month.

Henry Walton of Guernwood Park, on the Russian River, is a theatrical producer of the first rank. He finds enough time aside from his studio work to produce an open air program each evening with volunteer talent alone. If anyone can sing, dance, or whistle within an area of forty square miles they are elected to furnish a number for one of the shows. Thousands hear the programs, and incidentally it is excellent publicity for the Walton Studio.

A. C. Bersano of Santa Clara is building an addition to his studio and will

have one of the largest camera rooms in the West.

You should see our new line of miniature frames. If you don't make opal or Kotava miniatures.—you're missing something that is worthwhile from a \$ to c's standpoint.

Mrs. Henry Sackrider is spending a few weeks at her summer home near Tahoe. Mr. Sackrider drives up over week-ends.

Mills & Mills of Sacramento report that business has smiled on them in no small way. They have some very kind things to say about their Beattie Light. Their new operator, a young gentleman from Idaho by the name of Anderson, is turning out some mighty sweet looking negatives.

Mr. and Mrs. Holmboe of Roseville made a brief visit to San Francisco in July and will return later to attend the convention. Incidentally, from the pictures we have seen, they are great bass fishers.

Oscar Maurer, well-known Berkeley photographer, has moved his studio to the new H. C. Capwell department store in Oakland. The new studio is in keeping with the Maurer standard of furnishings and equipment, and is a studio of which Capwell's can be proud.

Our Salesmen Tell Us ---

Fred H. Kiser, well known for his artistic photographic studies colored in oils, has established his studio at 2310 Russell Street, Berkeley. Mr. Kiser was for many years located at Portland, Oregon, and his work has been reproduced in many publications of note.

A wonderful series of pictures of the Western National Parks, from Glacier south has just been completed by the addition of studies made in the Yosemite. Mr. Kiser will undertake the coloring of landscapes and portraits for the trade.

Thomas MacPherson, a commercial photographer employed by Sponagel & Herrmann, 25 Third street, died July 16 while attending a local moving picture theater. He was taken to Central Emergency Hospital, where it was believed heart disease had caused his death. He had been ill for some time. MacPherson, who was about 50, is survived by his widow and one son.

The Harada Studio, formerly at 1712 Fillmore Street, San Francisco, is now located in larger quarters at 1720 Fillmore Street. The new location permits the use of larger display cases which is an advantage over the former location.

The Elite Studio, 2311 Santa Clara Avenue, Alameda, has been closed for the summer. This fall the owners Mr. E. Tostrup and Mr. B. F. Norman will open in a new location.

Charles Korakis formerly of Lodge Studio, Marysville, has purchased the Hansen Studio in Stockton. Charles is back in his old home town and is bound to do well.

Mr. and Mrs. W. Bicknell of Stockton, have sold the Rembrandt Studio to H. G. Webb formerly of Vallejo.

J. Pudovkin, of Oxnard, recently made

a leisurely trip to Seattle, stopping at San Francisco on the way. Mr. Pudovkin was formerly located at Crockett, California.

H. Lancaster sailed August 3 on the new steamer "Virginia" for New York, via the Panama Canal.

Mr. Lancaster, who is taking a well-earned rest, will leisurely tour the East before returning to Martinez.

William W. Swadley, well-known marine photographer of San Francisco, passed away Aug. 6 at the St. Francis Hospital following an illness of one week.

One week ago Swadley was taken to the hospital suffering from an illness that was not considered serious. He was supposed to be on the road to recovery but later had a turn for the worse and at 3:30 next morning he died.

For many years Swadley had been identified with the shipping photographic business in San Francisco and before entering that field he was identified with local newspapers. He was always on the job when a marine picture was to be taken and was better known to seafaring men than any other man in his profession on the Coast.

C. R. Von der Heiden, formerly of the Moore & Clark studio, San Francisco, has opened a Photograph Studio under his own name in Palo Alto.

Mr. and Mrs. C. C. Green, of Salinas, have been vacationing in San Diego. Robert, the son, carried on during their absence.

The Coover Studio of Stockton have moved into the quarters formerly occupied by the Hartsook Studio—a downstairs location. They are redecorating and refurnishing and they plan to go after business in a large way.

THE RODA AUTOMATIC TIMER

FOR YOUR PRINTING MACHINE

No Waste of Paper and no Time Lost Watching a Clock

It can be set for any time from one to sixty seconds

No winding required

It never runs down

Absolute ACCURACY in printing can only be obtained by a mechanically operated timer on your printing machine.

It Can Be Done With The Roda Timer

It is easily connected to your printing machine. Disconnect the two wires from the contact in your printing machine that now turns on and off the light when opening and shutting the cover. To these two wires you connect the two wires from the RODA-Timer and tape properly.

To operate the Timer, turn the handle to the left and set the lever on any number of seconds you wish to expose the print. Tighten the lever by turning the handle to the right. Pull lever to the right as far as it will go. As soon as you release your hand, it will automatically turn on and off the light.

Price \$21.00

Just What You've Been Looking For

Order today from **HIRSCH & KAYE**

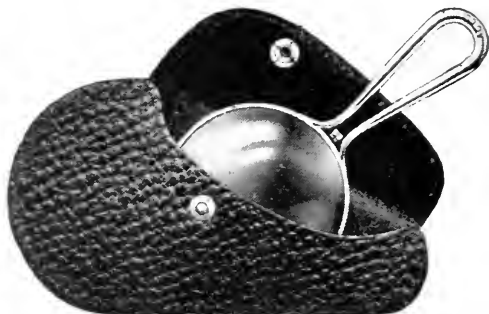
MAGNARULE



A most useful accessory for the photographer. Combines a powerful magnifier, letter opener and ruler, which is graduated to inches and centimeters.

Price, **\$1.00**, each

Pocket Magnifiers



A very fine quality glass in handy form. Alumnico mounting with folding handle.

Price **\$2.00**

Tripod Magnifier

Gives a large, clear field. May be employed for sharp focusing.

Price **\$1.25**



**Plan to attend the P. I. P.
A. Convention in San Francisco,
August 28, 29, 30.**

Kotava Safety Positive Film

Kotava Positive Film is a positive emulsion coated on a heavy, semi-opaque film base. It has a fine, smooth surface, takes color very readily and is easily trimmed to fit a frame. When not used for coloring, Kotava Positives have the appearance of fine carbon prints.

Eastman Kotava Positive Film can be handled under a Wratten Safelight Series 1.

PROJECTION PRINTING

For projection printing place in position on the easel or copyboard of the projection camera, emulsion side facing the lens, and expose to the projected image for a brief period. It is obvious that no set time of exposure can be given owing to the great difference intensity of lights used in projection machines. However, a few test exposures will enable the worker to arrive at the approximate exposure for that particular light. The rule should be to expose so that one will get a fully developed positive in from 1 to 1½ minutes in the developing solution at a temperature of 68° F.

CONTACT PRINTING

For contact printing an ordinary printing frame may be used, placing the negative in the frame with the emulsion side of Kotava Positive Film in contact with the negative. Exposure will be approximately 3 to 5 seconds for negatives of average density, with an 8-watt light 5 feet from frame. Place ground glass in front of the frame.

We suggest *Kotava* for miniatures. Place your order for a trial package with HIRSCH & KAYE.

KOTAVA PRICES

3¼ x 4¼	per package of six	\$1.10
4 x 5	" " " "	1.50
5 x 7	" " " "	2.60
6½ x 8½	" " " "	4.00
8 x 10	" " " "	6.00

-:- -:-

"Secrets"

After thinking it all over, A. W. Shaw, publisher of *System*, has concluded

ed that the interchange of ideas and information is the biggest thing that has happened in business in the last twenty-five years.

During the first year *System* was published one man wrote in saying that he was 60 years old and that his value to his company lay in all the years of experience he had accumulated, and now a magazine was going to disclose all these secrets so that men of 25 and 30 years would be able to read on the printed page what it had taken him all his life to learn.

We smile at this notion today, but a quarter of a century ago men guarded their methods very jealously. Even within an organization, a star salesman would consider it an impertinence if his employer asked him to tell his fellow salesmen the "secret" of his large orders. Foremen and superintendents often continued to perform certain tasks long after they had become executives. They refused to pass along their formulas to ordinary workmen.

Gradually it was discovered that when each of five men threw one idea into a pool it was possible for each to draw four new ideas.

(The moral of the story is that photographers also need the exchange of ideas that result from attendance at a convention.)

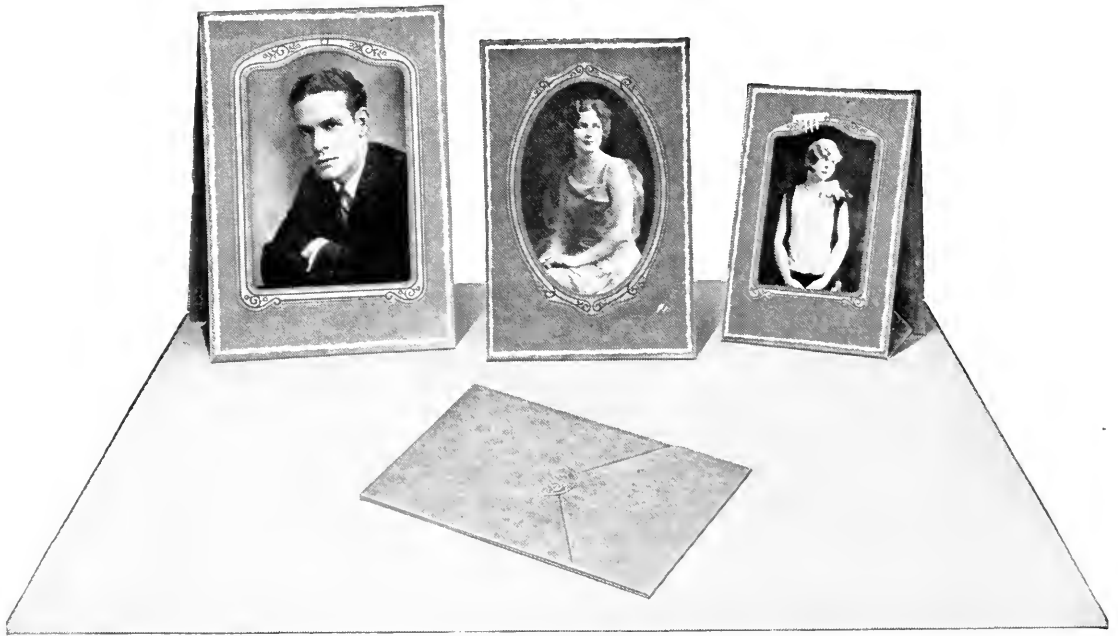
Photo Miniature No. 203 PANCHROMATIC PHOTOGRAPHY

Now ready. The first American handbook to give a clean cut explanation of modern panchromatic methods. Order your copy today.

Price per copy 40¢

You can select two other subjects and order three copies (assorted subjects) for one dollar.

Here is the New Inslip Easel



THE EVERETT (Modern Stock)

IN SIZES	3 x 4	3 1/2 x 5 Sq.	4 x 6 Oval. & Sq.	5 x 7 Sq.
PRICES	\$7.00	8.00	9.50	11.50
COLORS	Mode Grey and Midtone Neutral.			

Note the 4 x 6 oval size—many studios have asked for this opening.

Everything is new in this easel—the beautifully colored Moderne stock—the duplex tinted insert—the design. It has an extra (supporting) insert.

Just the style you need for moderate price portrait work, for which you want a modern mounter.

Samples of both colors for ten cents.

SAMPLE OFFER SS—26

Taprell, Loomis & Company

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" C O R N E R

By H I M S E L F

I came near being in the order dept., and would have been there now, I guess, if I hadnt tried to give a customer real service. This man sent in a camera to be fixed and it was in terrible shape.

-- --

In a few days, he wired and says, return camera at once. Need it bad. I wrote out a telegram what said You had it bad and we cant make it any worse. What shall we do?

-- --

Mr. Bacon, who handles repair orders had it fixed up so that I got sent back to the shipping room.

-- --

That shows that high hatting dont get you no wheres.

-- --

Still thats no reason a photographer can't wear a high hat.

-- --

Every Photographer should wear a silk hat. Then the people would know they was dealing with a big business man.

-- --

Besides a silk hat is really handy. Wear it when you focus the camera. It keeps your hair from getting mussed. If your hair is coming out, the hat is a good place to keep it in. If you have no hair left, keeps your brains from freezing.

-- --

Use it as a eye shade in the dark room.

-- --

Makes a dandy measure.

Also good for mixing Hypo, but be sure the hypo is "out" before the hat is "on".

-- --

A silk hat makes a good filter.

-- --

It will hold more than a cap when you take up a collection.

-- --

Use it for a chair for the kiddies.

-- --

Makes a good goldfish bowl.

-- --

When you run out of gas on the road, use the hat to get gas. On the way to the gas station fill the hat with apples.

-- --

Makes a good place to carry extra lenses, flash powder and lunch.

-- --

When worn out push out the top and use as a lens hood.

-- --

When your lens is worn out use the rim of your hat for a picture frame.

-- --

Get one big enough and keep your ears warm. Um-um aint that sumptin.

-- --

Here's a tip for men only—I've learned how to make a pound of coffee last a year. Put the grounds on your mustache and drink hot water.

JERRY.

Good portraiture is the product of skill, imagination, and good materials to work with.

**a better
negative
means
a better
print**



T

HERE'S a quality in Agfa Portrait Film that makes it easier for the photographer's skill to count — that gives freer scope to his ability and imagination. It is more than latitude — a richness, depth, and beauty of rendering which means better portraits.



PORTRAIT FILM

AGFA ANSCO CORPORATION

BINGHAMTON, N. Y.

MARGUERITE



THE new Hi-Lite, Marguerite, with Marguerite Shearer, Hollywood screen star. Background effect direct from the Hi-Lite. Model lighted by flood-light Odeta. Condensed arrangement for this illustration.

Beattie's Hollywood Hi-Lite Marguerite

SUNSHINE and shadows, foliage and flowers and futuristic designs in unlimited variety, formerly requiring considerable preparation, time and skill to produce, may now be secured by any-

one in a few moments with the Marguerite.

This Hi-Lite, an arc spot of 12-25 amperes, projects background designs from processed foliage, stencils, etc., made up in the form of slides—directly onto plain walls or fabrics. The slides and stencils, being adjustable, designs may be changed instantly so as to conform to, or become a part of, the ground composition.

At 25 amperes the illumination is sufficiently intense to cover a large background area and at the same time to dominate a high-powdered flood-light, such as the Odeta. At the lower power of 12 amperes, and with the diaphragm and screens furnished, the Marguerite becomes an all purpose spot light.

Supported on a wide, heavy base with large ball bearing, rubber shod rollers, the lamp rolls about easily and without danger of being top heavy, even when lamp head is raised to the maximum of 8½ feet. With lamp head sitting on the floor, the light beam may be directed upward at any desired angle.

The Marguerite is equipped with two slides and a set of stencils; diaphragm and diminishing screen; and a special heat resisting condenser.

PRICE \$110.00

Projector frame complete with slides, \$22.50. Instantly attached to any Beattie Hi-Lite, and can be easily fitted to any spot using 4½-in. condenser.

Order from

Hirsch & Kaye

YOUR LOGICAL SOURCE OF SUPPLY

Illustrative Photography IN

Advertising

By Leonard A. Williams, A. R. P. S., Director
Visual and Industrial Education, State
Teachers College, St. Cloud,
Minnesota

FIRST IN A NEW AND RAPIDLY EXPANDING
FIELD

No phase of photography has ever so completely captured the imagination of all photographers as has illustrative work. First because it offers a new market for photographs with infinite possibilities of expansion, and third because it offers opportunity for doing especially interesting and creative work.

To enter this field the photographer must learn certain fundamental principles which govern the presentation of thoughts and things in pictures, so that the picture may be as forceful and arresting as possible. These principles, as well as the mechanical means by which they are consummated are thoroughly covered in the text.

Illustrated Photography presents a complete course in its field and consequently will meet the urgent demand that is the result of the wide-spread interest in this work.

Price, \$3.00

Order your copy today from

Hirsch & Kaye



The New INGENTO Photo Mailer

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board; it is ideal for large prints, folders, enlargements and drawings.

MANUFACTURED BY

BURKE & JAMES, Inc., Chicago, Ill.

Carried in Stock by HIRSCH & KAYE

SIZES for any need PRICES none can meet!

Prompt Shipments

MADE IN THE FOLLOWING
POPULAR SIZES

	SIZE
No. 2.....	$5\frac{1}{2} \times 7\frac{3}{8}$
No. 3.....	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4.....	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5.....	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6.....	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7.....	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8.....	$10\frac{1}{2} \times 15$
No. 9.....	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10.....	$7\frac{1}{2} \times 11\frac{3}{8}$
*No. 11.....	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12.....	$13 \times 17\frac{1}{2}$
No. 14.....	$16 \times 20\frac{1}{4}$

Packed in cartons containing 50

KODOCOLOR FOR STUDIOS

A feature of the Photographers' convention was the announcement that Kodacolor motion pictures—movies in full natural color—can be used in photographic studios. Heretofore it has been possible to make the new color movies only in bright sunlight. Six months' work on special combinations of lighting, plus the introduction of a camera to operate at half speed, now lets color movies be taken indoors.

As a result of the experimentation which made today's announcement possible, color motion pictures are expected to become a new medium for the studio photographers' art. In addition to making ordinary portraits of families or individuals, photographers will also keep a color movies history of their subjects on home movie film that in later years may be projected at family reunions or whenever else a family becomes reminiscent.

Several hundred thousand families al-

ready possess their own home movie projectors, and many more will have them in the next few years. Therefore, color movies are expected to play an important part in the photographers' business of the future, appealing as they do through delicate colorings of flesh and the realism of motion.

Kodacolor films made under the new lighting conditions were seen by many of the delegates in Buffalo, and their comments were enthusiastic.

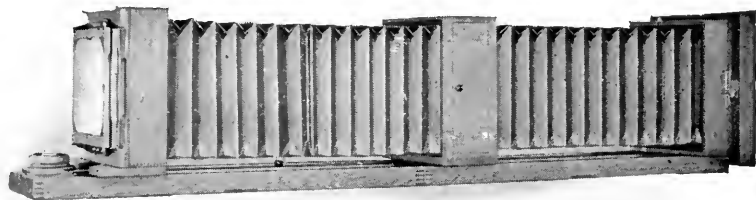
The announcement pointed out that few photographers have engaged in motion picture activities heretofore. The possibilities of motion pictures in the early days of the industry "were grasped by those who knew nothing of photography, but who had the vision to see its future as a medium for producing amusement for the masses."

-:- -:-

Don't throw your mouth into high gear until you are sure that your brain is turning over.—*Policy Magazine.*

Crown Enlarging, Reducing and Copying Camera

8 x 10



A HIGH grade camera for the commercial or industrial studio covering a wide variety of work. Made in 8 x 10 size with 5-foot bed.

The rear section of bellows is much longer than the forward section—a decidedly valuable feature in making enlargements.

As the openings in the front and center compartments are of the same size, the lens board is interchangeable, and may be used in the center for making enlargements or in the front when an extra extension of bellows is necessary for copying.

This camera has a rising, sliding and falling front, and a full set of reversible kits, accepting plates or films from $3\frac{1}{4} \times 4\frac{1}{4}$ inches up to the capacity of the camera.

The back takes a Bromide Paper and Plate Holder which is furnished.

Weight, 35 lbs.; Size of Lens Board, 11" x 11"; Extension Bed, $33\frac{1}{2}$ "; Size closed, $35 \times 15\frac{1}{8} \times 15\frac{1}{8}$.

PRICES

The Crown Enlarging, Reducing and Copying Camera, including one Combination Bromide Paper and Plate Holder and complete set of Kits	\$150.00
Extra Combination Bromide Paper and Plate Holders	11.50
Attachment for making Lantern Slides, including $3\frac{1}{4} \times 4$ holder	35.00
Extra Lens Board	2.50

(Deferred Payments if Desired)

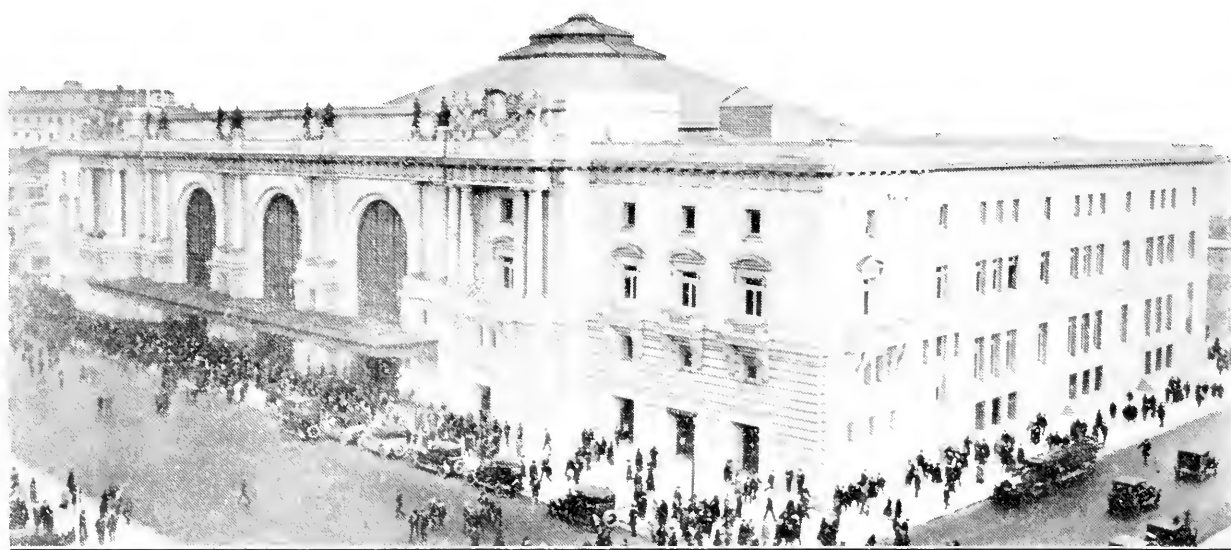


Sport Glasses

For the tourist—hunter—yachtsman—motorist—football fan.

This is a well made, durable and compact glass with powerful achromatic lenses. Finished in fine black enamel and morocco leather. Price, with case and strap

\$12.50



SAN FRANCISCO IS THE SUPREME CONVENTION CITY

Conventions innumerable are held in San Francisco and are always largely successful. The ideal cool-summer, warm-winter climate, the hotels and restaurants where profiteering is unknown, the opportunities at hand for play and for sightseeing, and the broadening of viewpoint that comes with a comprehensive glimpse of one's own country, are some of the factors responsible for making San Francisco the nation's outstanding convention city. But above all is the fact that San Francisco is *San Francisco*, the city of color and romance, the city that every American longs to see. These things have made Bret Hart's City of the Golden Gate supreme as a convention point for gatherings of all kinds.

San Francisco is *compact*. Although its metropolitan area contains 1,250,000 people, its financial, commercial, hotel and main shopping districts are compassed within four square miles.

Convention business speeds apace in this compact, well-organized city. That is well, for there is much, much else to do and see!

America's most impressive group of public buildings is seen in San Francisco's Civic Center, of which the great Exposition Auditorium is an integral part. Lands and buildings for this undertaking cost the people approximately \$20,000,000. The Public Library and State Building of California represent each a \$1,500,00 investment. The great City Hall, the dome of which rises 300 feet, of great architectural beauty both inside and out, was erected at a cost of \$4,000,000.

The great Exposition Auditorium, where the P. I. P. A. Convention will be held, at the geographic center of the city, is complete to the last detail and able to house as many as twenty-one conventions at once. Yet its main hall accommodates 12,000 persons; and, with its assembly halls and committee rooms, it completely housed the 1920 Democratic National Convention. Other convention halls are located strategically about town and all points are connected by that elsewhere vanished phenomenon, the five-cent car ride.



Have You All the Money You Want?



If not—there are many reasons why you should go after more. Take the coming convention of the P. I. P. A. for instance; there you will find new ideas, new papers, new machinery that will mean greater profits and more money for you.

Can you afford to miss this?

The Manufacturer's Exhibit will be open to all without charge.

The talks and demonstrations are for members only and they include the bread and butter as well as the artistic type.

President Aylett of the Photographers' Association of America will be with us not only as the President of our National Association, but to give a courtesy demonstration as well. President Aylett has the reputation of giving information to hearers in pleasant and digestible doses.

Charles D. Kaufman of Kaufman & Fabry of Chicago, is going to talk on "WHAT ADVERTISING IS DOING FOR PHOTOGRAPHY" and will also demonstrate. Mr. Kaufman is known every where for a crackerjack talker and demonstrator. The firm of Kaufman & Fabry is one of the largest in the United States. What he has to say will be said from experience and from a successful business point of view.

There will be other talks: On collecting bills promptly, reception room requirements, coloring, retouching and kindred subjects.

CONVENTION CITY SAN FRANCISCO
AUGUST 28TH, 29TH AND 30TH

You can learn more here in hours than at your studio in weeks. It's a long time until 1930. Better ask the question that's on your mind.

The man enterprising enough to come here ought to be alive enough to make his visit pay, and pay well.

If you should skip a booth, you might miss the one that counts.

The more business problems you bring here, the more value you can take away.

Let Us Welcome You

See the Hirsch & Kaye booth at the San Francisco convention. Located in the center of the hall, it is easily found. In it you will find an attractive display of a new line of frames, new cameras and lighting equipment. Demonstrations of lighting made frequently.

A useful souvenir will be given to every visitor at the Hirsch & Kaye booth so be sure to call. Our salesmen will be on hand to bid you welcome and to help you get the most out of your visit.

Remember—the manufacturers' display is open to the public, members or non-members of the association. We will be there—will you?

Photo Finishing Is Fast, But—

Gleaming among the eight full squads of presses on the pressroom floor of the *New York Times* for the last few weeks has sat a low, compact and polished newcomer that promises to turn out five papers to the old average of three. It has not yet been "worn in." Its crews do not "know" it as a pressman knows his instrument when he draws from it its maximum production. But this 92 tons of steel, squatting on a 40 ton cast-iron substructure spurts out papers with the ease of a jogging sprinter. It is guaranteed for 50,000 papers an hour, and has done at times nearer 65,000 than 50,000. At that speed, the fragile web

of news print would be traveling through the toothed surface of type at almost 45 miles an hour. At the present average it goes half a mile a minute.

Instead of pulling the web through the printing cylinder by means of the plates themselves, the new press carries or "floats" the paper through, so that there is no more strain on the web at 65,000 impressions than at 5,000.

Watching the performance of the shining monster, one receives the impression of silky efficiency, of insinuating grace. There is little vibration roar, also. The 674 ball bearings, weighing 1,500 pounds, take care of that. Jets its 20,000 feet of newsprint a minute with effortless ease.—Condensed from *Editor & Publisher*.

Sample pieces of our Chromium Ferrotypes plates, (about 3 x 4 inches) are available for those who would like to know more about them. If interested, ask for sample.

(These plates are polished to such a high degree that the samples can also be used as mirrors on camping trips.)

Do YOU SELL FILM?

FILM SIGNS AVAILABLE

If you sell roll film you are welcome

to the advertising material we offer you. Window strips and signs are on hand, especially for Hawk-Eye Film.

SAN FRANCISCO

Where the sun never scorches

And the water never freezes

Average temperature 47 years

April to October 58 1/3°

October to April 54°

—U. S. Weather Bureau Report.

Folmer Laboratory Stand

No. 2—8 x 10



CONSISTS of a solid base measuring $20\frac{1}{2} \times 40\frac{1}{4}$ inches, with two uprights supporting a tilting track ($39\frac{3}{4}$ inches above the floor), which may be swung and held in any position, describing an arc of 180 degrees. Two sliding platforms hold a copy or negative holder with which is furnished a spring finger copy holder, a set of spring finger kits and a ground glass. Closed, the top measures $72 \times 16\frac{1}{8}$ inches and when fully extended is 7 feet 4 inches long. Fitted to accommodate either 8 x 10 Crown E. R. & C. or 11 x 14 Folmer Commercial Camera.

PRICE

No. 2 Folmer Laboratory Stand with Spring Finger Copy Holder, Kits
and Ground Glass **\$160.00**
(Deferred Payments if Desired)

Lawrence Display Stands—

A set of two easel stands bearing the studio slogan of the National Association, "Photographs Live Forever." These stands are well finished in black and silver and measure 2 inches high by 6 inches wide. They will support mounted photographs up to about 11x14 inches.

Price, Per Set of Two, \$1.50

Order from HIRSCH & KAYE



Bargains for the Photographer

No. 123 Photo Mailers	4½ x 7	list per hundred	\$1.00
No. 234 " "	5½ x 11¼	" " "	2.00
No. 240 " "	6½ x 13¼	" " "	2.50
No. 246 " "	7½ x 15¼	" " "	3.30
No. 162 " "	13¼ x 17½	" " "	5.20
No. 160 " "	12 x 18	" " "	5.00
No. 157 " "	12¼ x 16¼	" " "	4.80
No. 154 " "	12½ x 14½	" " "	4.50

No. 67-29—4 x 5 AUTO GRAFLEX CAMERA, with F4.5 Kraus Tessar Lens and Focusing Panel.

Bargain Price\$60.00

No. 19-23—Century NEGATIVE DRYING RACK.

Bargain Price\$1.65

Bargains in assorted stock of CARBON TISSUE. If interested ask for list.

11 x 14 PRINTER HEAD. Top opening measures 13 x 16 inches. Build a box for it and you'll have a good hand model printer.

Bargain Price\$7.50

USED PRINT FRAMES

18 x 22 with glass	\$5.75
16 x 20 with glass	4.50
20 x 24 without glass	6.25
14 x 30 with glass	5.25
11 x 14 with glass	2.45
8 x 10 with glass	1.40

8 x 10 B. & L. Border Tinting Projection Printer. Looks like new. Used only for demonstration.

Bargain Price\$260.00

Terms if desired.

No. 984-19—KODAK COMMERCIAL PRINTER, without Masks. For negatives 5 x 7.

Bargain Price\$27.50

SPRINGFIELD 24-INCH CUTTER

Bargain Price\$12.50

No. 932-13—Victor FLASH CABINET reconstructed to hold 6 Mazda Lamps. Has 4—1000-watt clear Mazda Lamps and 2—500-watt clear Mazda Lamps.

Bargain Price\$67.50

7 x 11 No. 2D EASTMAN VIEW CAMERA. Two Portrait Film Holders in wooden Carrying Case. A-1 condition.

Bargain Price\$47.50

1—5 x 7 BORDER PRINTING PROJECTION PRINTER. Shopworn, but otherwise excellent.

Bargain Price\$125.00

No. 20-23—Kodak DRY MOUNTING PRESS without Tacking Iron. Electric heated.

Bargain Price\$39.50

Duplex Jr. TWIN ARC LAMP with case. Requires no special wiring. Ready to use.

Bargain Price\$47.50

HIRSCH & KAYE

PHOTOGRAPHIC APPARATUS AND MATERIALS
239 GRANT AVENUE :-: SAN FRANCISCO

Bringing to Photography the Prevailing Fashion— *Color!*

DEFENDER **MONOKROM**

FOR the photographer who pioneers in adapting his work to modern trends of fashion.

THE standard Artura Iris or Velour Black emulsions on imported paper stock in four appealing tints.

REQUIRES no new technique. The MONOKROM print, whether by contact or projection, is simply a photograph enriched and enlivened by the charm and vitality of color.

*MonOkroM Self-Demonstrating Packages
are obtainable in the following assortments
at \$1.00 each, through dealers or direct:*

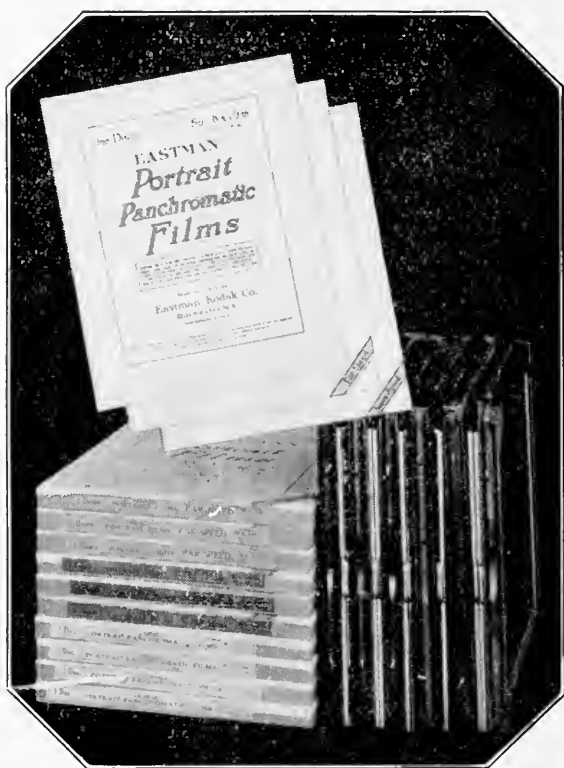
- (1) Defender Iris MONOKROM
- (2) Velour Black MONOKROM
- (12 sheets, assorted tints, either grade, \$1.00 postpaid)
- (3) Defender Iris MONOKROM Silk, Rose Tint
- (4) Velour Black MONOKROM Silk, Coral Tint
- (12 sheets, either grade, \$1.00 postpaid)

Manufactured by

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

For Child Portraiture



The successful photographing of children depends largely upon the short exposure, for child expressions come and go in a flash. One needs ample light, a fast lens and Eastman Portrait Film, *Super Speed*.

If you specialize in child portraiture you may prefer the Eastman Portrait Panchromatic. It is especially fast with artificial light and gives good color rendering without the use of a filter. You will have to try it to appreciate its unusual qualities.

Eastman Portrait Film, *Par Speed*, *Super Speed* and *Panchromatic*, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Volume V

SEPTEMBER, 1929

Number 9



A Hollywood Flapper

Negative by J. W. Beattie

(See page 9)

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

UNIQUE



among
specialty
paper
surfaces

Porcelain Stipple

by Agfa Ansco

FOR the expression of individuality in an effect of delicacy and refinement, Porcelain Stipple is a paper of unfailing appeal.

Neither dull nor glaringly brilliant in its surface, but with a pattern in rich subdued sheen suggestive of fine porcelain from the Orient, Porcelain Stipple is unique in its suitability to all negatives large and small, and to a wide variety of subjects.

Supplied in White and Buff, double weight, in both contact and enlarging speeds, at Cylko and Crystal Stipple prices. Available through independent stock houses.

Complete paper price list on request



AGFA ANSCO CORPORATION, BINGHAMTON, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume V

SEPTEMBER, 1929

Number 9

: IN THE PROFESSION :

FRANK BALLARD COOK



"He remembers
the oak trees"

Here is a man whose ancestry goes back practically to Plymouth Rock. His grandfather's great grandfather arrived from Scotland about 1635. His grandmother came from Holland and it is noteworthy that his father was born in Rochester, the Kodak City. His father drove stage coaches to the primitive West in 1850 and was well acquainted with "Wild Bill" Hitchcock and other prominent pioneers. There is a family legend that Abraham Lincoln carried Frank's mother to school in Springfield, Ill.

Frank Cook has been in Oakland long enough to remember the oak trees on Broadway, and a cemetery in operation at 22nd and Broadway. He also speaks of a creek that flowed past his present location on 20th street. Now, you old timers, get busy and guess his age.

At the age of thirteen he started as a grocer clerk and followed this line for twenty-three years. It is rumored that as a young man he lacked ambition, for he worked from 7 a. m. to 10 p. m., meanwhile having purchased a camera, in which he found increasing fascination. About 1905, Charles Cook, his partner, but no relation, purchased a bankrupt picture frame business and asked Frank Cook to help him with his photographic knowledge. Solio Printing was added to

the line and vegetables and groceries were forgotten.

Since that time, the place of business has been located at several addresses, the present location being at 466 20th St. He comes from a pioneer family, is a pioneer photographer and is a bachelor. Well-known for his activities in behalf of the East Bay Commercial Photographers Club and East Bay Photo Finishers Association, he has a host of friends who prefer to speak of him as Frank.

—o—
Employ thy Time well if thou meanest to gain Leisure and since thou art not sure of a Minute, throw not away an Hour. Leisure is Time for doing something useful this Leisure the diligent man will obtain, but the lazy man never; so that, as Poor Richard says, a Life of Leisure and a Life of Laziness are two Things. Many without Labour, would live by their wits only but they break for want of stock. Whereas Industry gives Comfort, and Plenty and Respect. Fly Pleasures and they'll follow you. The diligent Spinner has a large Shift; and now I have a Sheep and a Cow, every Body bids me Good morrow, all which is well said by Poor Richard.

BENJAMIN FRANKLIN,
(Sayings of Poor Richard.)

--:--

"A good deed is never lost; he who sows courtesy reaps friendship, and he who plants kindness gathers love."

—St. Basil.

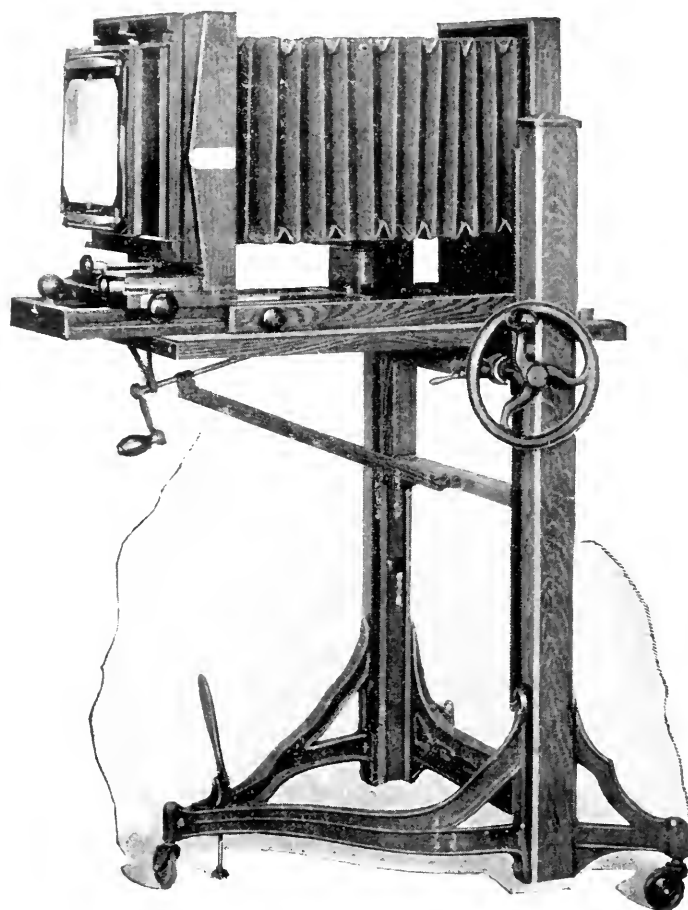
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"If the soul be happily disposed, everything becomes capable of affording entertainment, and distress will almost want a name."

—Goldsmith.

Is Your Camera as Modern as This?

[10a Century Studio Camera]



THE versatility of this new camera permits of the widest possible scope of studio work. Its 36-inch bellows extension allows one to use extremely long focus lenses while its compactness makes possible the use of the shortest focus lenses that will cover an 8 x 10 film or plate. When extended the bellows are supported on a pedestal which offers no obstruction to closing the camera so that front and back sections meet.

Speed and ease of operation are assured by refinements of construction characteristic of all Century cameras. Control knobs are handily placed, the mechanism is direct acting and any adjustment may be made by a few simple quick motions.

The camera is supplied with Sliding Ground Glass Carriage with Reversible Ground Glass Back. This back takes the Film or Plate Holder and permits making a full 8 x 10 negative in vertical or horizontal position. Wing kits are also supplied for making two 5 x 8 exposures on one 8 x 10 or two 3½ x 5 exposures on one 5 x 7 film or plate when it is in a horizontal position. The sliding carriage permits the shifting of the film sufficiently to center it perfectly with the lens.

The camera is made of mahogany and cherry in rich neat finish, with brass metal parts in sand-blast giving it an appearance in keeping with its quality.

The stand is the Century Semi-Centennial with a maximum elevation of 49 inches and minimum of 14 inches giving it an exceptional range of adaptability. Heavy springs counter-balance the weight of the camera so the camera is raised or lowered with little effort. The stand also has a rich neat finish to correspond with the camera.

PRICES

Century Studio Outfit No. 10A complete consists of the 8 x 10 Century Studio Camera No. 10A with Sliding Ground Glass Carriage No. 10A, one 8 x 10—5 x 7 Reversible Adapter Back, two wing kits, one 8 x 10 and one 5 x 7 Film or Plate Holder and the Century Semi-Centennial Stand No. 1A - - - - - **\$180.00**

WHEN FURNISHED SEPARATELY

Century Studio Camera No. 10A with sliding Ground Glass Carriage No. 10A, one 8 x 10—5 x 7 Reversible Adapter Back, two wing kits and one 8 x 10 and one 5 x 7 Film or Plate Holder - - - **\$120.00**
Extra Lens Board, 9 x 9 - - - - - **1.75**

Deferred payments if wanted

Seen at the Manufacturers' and Dealers' Display,

P. I. P. A. Convention at San Francisco

AGFA ANSCO CORPORATION

Studio Cameras
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Sample Prints
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GEVAERT COMPANY OF AMERICA

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BEATTIE HOLLYWOOD HI-LITE COMPANY

Floodlights
New Marguerite Spotlight for
ground design

HIRSCH & KAYE

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Mountings

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CAMERA CRAFT PUBLISHING COMPANY

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McCABE COMPANY

Mountings

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Mountings

PAKO CORPORATION

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Dryers (Hi-Gloss)
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Doper
Automatic Darkroom

DEFENDER PHOTO SUPPLY COMPANY

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Q. R. S.—DEVRY CORPORATION

Motion Picture Equipment

EASTMAN KODAK STORES

Professional Printer
Workroom Accessories
Studio Cameras
Lighting Equipment
Eastman Kodak Company
Papers
Film

ROBERTSON CAMERA COMPANY

Enlarging & Copying Camera

TAPRELL-LOOMIS & COMPANY

Mountings

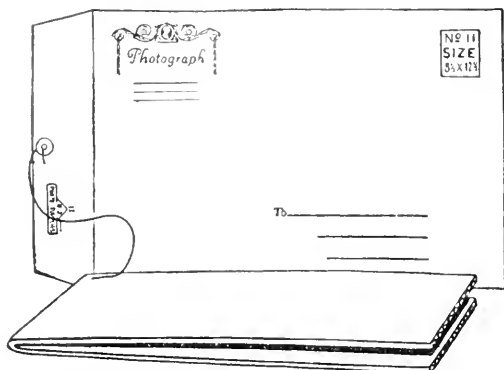
ZELLERBACH PAPER COMPANY

Mountings

**REMEMBER---Anything you saw at the P. I. P. A., or any other
convention, can be obtained from---**

HIRSCH & KAYE

YOUR LOGICAL SOURCE OF SUPPLY



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

Made in the Following Popular Sizes

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	$5\frac{1}{2} \times 7\frac{5}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
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No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{5}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

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Prompt Shipments!

A Stunt That Makes Every Child Subject Happy

A photographer of Toronto, Canada, has a very interesting stunt for amusing children while he makes their portraits. He finds it is difficult to interest some children and secure pleasing expressions, but all children seem to love motion pictures, so he gives them a picture show, holds their attention and gets just the happy expressions he wants.

Here is the way he does it. He got a carpenter to make a model Cine Theatre, such as you may have seen in some of the stores where Cine-Kodaks and projectors are sold. It is a miniature stage with a picture screen set far enough back to be shaded by the proscenium arch and the curtains at each side, so the screen is really in a shadow box. And instead of projecting pictures on the screen from the front, he places his projector back of the theater and uses a ground glass for a screen.

Before the child comes into the studio

the miniature theatre is set up beside the camera, the projector is loaded and focused on the screen and the photographer has only to snap a switch to start his picture show. He bought four 100-foot Cinegraphs of animal subjects, and joined them together, making a picture that gives about sixteen minutes projection.

Of course, these pictures have their elements of comedy that bring smiles and laughs and enables the photographer to make his exposures without taking the children's attention from the pictures.

Cinegraphs are 16mm Safety Films of different lengths, covering all manner of subjects and may be purchased through all dealers. The animated models and cartoons and the animal pictures are especially interesting to children because they are comedies. The necessary equipment and suitable reels of film can be obtained from **HIRSCH & KAYE**.

We will help you make your installation.



Things you should know---

Facts About Filters Made Simple For the Beginner

Reprinted from Studio Light

Light filters have been known for years as filters or screens and sold under various names, but it is only in recent years that these filters have been scientifically made to work with the greatest possible efficiency.

In considering the subject of filters, one must also consider the nature of the sensitive material with which filters are used.

Ordinary films and plates, designated as non-color-sensitive, are sensitive to only the blue end of the spectrum—blue, violet and the invisible ultra-violet. When such material is used a color filter is practically useless.

Orthochromatic films or plates are equally sensitive to blue and violet and in a much less degree to the yellow-green, so they are generally said to be sensitive to yellow and green. The name "Orthochromatic," which means the right or correct color, is really a misnomer so far as other colors are concerned.

When used without a filter "Ortho" materials give almost the same rendering as ordinary materials, but when a yellow filter is used, yellows and light greens photograph much lighter than with ordinary materials and blue is rendered proportionately darker. So the "Ortho" film or plate with a yellow filter will give a good rendering of white clouds against a blue sky, light green or yellow foliage or flowers, or light colored woods, fabrics or other materials encountered in commercial work.

"Filter" is the correct name because the yellow filter does actually filter out

or absorb a large amount of blue and violet light and all of the ultra-violet light. "Ortho" films and plates are so much more sensitive to these colors than to yellow and green that the blue and violet light must be reduced to allow the yellows and greens to make an impression on the sensitive emulsion.

Naturally, then, the more blue and violet light that is filtered out, the longer the exposure will be. So for the three-Wratten yellow filters: K-1, K-2, and K-3, the corresponding exposures must be approximately 3, 6 or 12 times the exposure that would be required without a filter. The rendering of yellow and light green in contrast with blue, however, is correspondingly improved as the filters which absorb more of the blue light, and require more exposure, are used.

Orthochromatic materials are not sensitive to orange or red and very slightly sensitive to the darker shades of pure green, but Panchromatic films and plates are sensitive to all colors. And, as all materials, including Panchromatic, are extremely more sensitive to blue and violet than to any other colors, the yellow filters are just as necessary with Panchromatic as with Orthochromatic.

The difference is that by absorbing a large amount of blue and violet light the yellow filters allow all other colors to register on the Panchromatic film. So with the K-3 filter and daylight all colors photograph in their true relation to one another. A bright red photograph as light as it appears to the eye, while any

(See page 9)

They Pay Dividends



*Free Flowing as the
Waterfall*

Mallinckrodt

PHOTO

Alum

and

PHOTO

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*Crystal Clear Solutions
Without Filtering*

*Save Time
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IT is not necessary to filter to make crystal clear solutions. Not only will they be free from any cloud, but no suspended matter will be found. Clearness of solution is a safeguard against spotting and is an indication of unusual purity.

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FILTERS (from page 7)

shade of blue photographs just as dark as it looks.

This is just the opposite of the result one secures with ordinary non-color-sensitive material, which reproduces blue as an extremely light tone and red as a dark or pure black tone.

But there is still another advantage in the use of Panchromatic film. While Orthochromatic film requires from 3 to 12 times normal exposure with the K filters, Panchromatic film requires only $1\frac{1}{2}$, $2\frac{1}{2}$, or $4\frac{1}{4}$ times normal exposure with the same K-1, or K-2, or K-3 filters. As Panchromatic film is also much faster than "Ortho" film, exposures are still less by comparison, and results from all general subjects are far more satisfactory.

The yellow Wratten K Filters we have mentioned are highly efficient because they absorb a definite amount of blue and violet and all of the ultra-violet light, but they allow all of the light or other colors to pass through to the sensitive film. For this reason, they require a minimum increase in exposure.

Another factor which must be considered in the use of yellow filters is the color of the light. The exposure figures we have mentioned are approximate exposure factors for daylight. As there is much less blue and violet in the light from a clear Mazda tungsten lamp, the exposure for Eastman Panchromatic Film, without a filter, is only increased $1\frac{1}{2}$ times with K-1; 2 times with K-2 and $2\frac{1}{2}$ times with K-3 filter when Mazda lamps are used. With "Ortho" film and the same filters, exposures are increased $2\frac{1}{2}$ times with K-1; 4 times with K-2 and 8 times with K-3 filter. The same filters also produce greater correction with the more yellow light, the K-2 giving a result about equal to that produced by the K-3 with daylight.

These facts give you the use of yellow color correcting filters.

-- --

"We are returning by express the 8 x 10 Voigtlander Collinear lens in shutter, which you so kindly let us use

during the time necessary for the repair of our shutter by the factory.

"It is such co-operation as this that has kept us so thoroughly sold on Hirsch & Kaye and Hirsch & Kaye service, and we take this means of expressing our thanks for your co-operation and thoughtfulness in extending this service."

—L. S., Stockton.

-- --

A Hollywood Flapper. The low line-lighting was made by placing a Beat-tie Hi-Lite head on the floor, 5 or 6 feet behind subject, from camera. A Norma flood-light was stationed 3 or 4 feet to subject's left-front, with the lamp head turned slightly away from subject facing into a Brite-Lite which stood at subject's right-back. So arranged, the lighting may be balanced with ease and a variety of effects secured

-- --

Rough Luster

The Rough Luster grade in Iris and Velour Black is now established as a prime favorite in the group of recently added Defender Paper surfaces.

This surface is found in both the conventional Buff and white and in the four tints of *Monokrom*. It is probably the most adaptable of all paper surfaces, pleasing and attractive with almost any subject or mode of treatment. Rough Luster is also excellent for tinting in oils or water color.

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Some photographers, who use chemicals in small quantities find that a 100 pound keg of Hypo is too much to keep on hand. For their convenience, we now stock Pea Crystal Hypo in 25 pound sacks. The sacks are especially made for this purpose and are moisture proof and can be shipped by express or parcel post at minimum expense.

Price \$1.85 per sack

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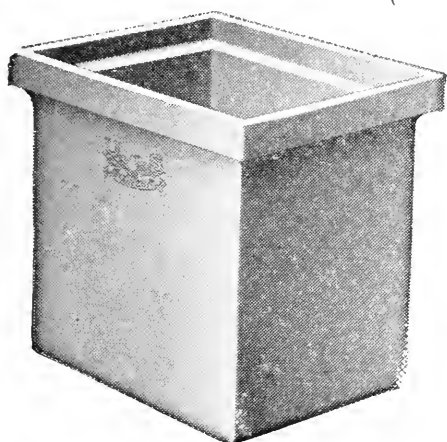
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This Tank is of solid and substantial construction and is ideal for developing or fixing of 5 x 7 and 8 x 10 film and plate hangers. Unlike white porcelain, these tanks are chemical proof and alkali-proof throughout the body,—not merely protected by a surface glazing. The glaze will not crack or craze.

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Afga Exposure Tables.....	\$.50	Rexo Cine Exposure Tables	\$.75
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Milner Light Gauge	2.00	Filmo Meter	2.75
Watkins Bee Exposure Meter	2.50	Wynne Hunter Exposure Meter	3.75
Heydes Photometer	5.00	Lios Actionmeter	7.50
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Burroughs Wellcome Exposure Record and Diary \$.75

American Photography Exposure Table and Hand Book 1.00

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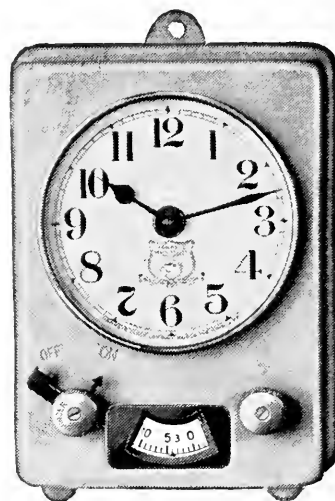
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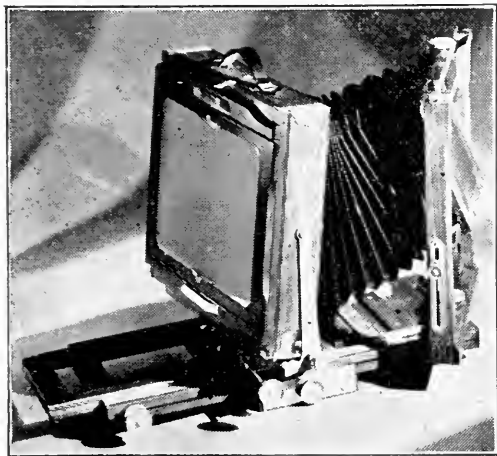
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The Hawkeye Reminder

A turn of the knob sets dial for the exact number of minutes you want prints or negatives to wash. Saves your time and energy. A good, dependable clock.

Price \$7.50



A new camera with the regular Korona adjustments plus a TILT and SWING front. This ALL-DIRECTION adjustment of the lens board makes it possible to place the image on the ground glass in the exact position desired and at an angle wanted to produce the most pleasing perspective and obtain best lens results under all conditions.

This firm construction and rigid adjustments of this camera assure satisfactory results and long wear.

The Korona Commercial Camera has telescopic bed with metal sliding tripod block. Extension from 4 3/8 inches to 27 1/2 inches. Weight 12 lbs. Lens board 6 x 6 inches.

	Price
8 x 10 Commercial Camera only no case or holder	\$70.00
Extra for Leather Bellows	5.00
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Plate or Film Holder	2.75
Extra Lens Board	1.25
Special Recessed Lens Board.....	5.00

The Special Recessed Lens Board illustrated may be reversed for extra extension. This makes the bellows capacity from 2 3/4 to 29 1/4 inches.

Place your order with HIRSCH & KAYE. Deferred payments if desired.

When Father Cooks

Between new cooks at house,
 Since mother's foot is hurt,
 Our father says: "We'll have to browse
 Awhile without a 'skirt'."
 He tell us how he used to cook
 When camping with some guys,
 And says that he could write a book
 On boils and broils and fries.

Then he starts in to fix the grub,
 Beginning with some bacon,
 Till mother says: "My gracious hub,
 Why all this smudge you're makin'?"
 He salts the otmeal when it's done,
 He burns the eggs he's frying,
 And "uses butter by the ton,"
 So mother says, half crying.

He starts some toast, then calls to mind
 The table isn't set.
 Then, smelling something, runs to find
 The stuff is black as jet!
 By time a meal is all prepared
 Nobody's game to eat it.
 Then father say: "I can't be spared
 Downtown—I've got to beat it."

STRICKLAND GILLILAN.

-- --

18 x 24 SQUEEGEE PLATES WITH ROUND CORNERS

Some finishers prefer to use ferrotype plates that have rounded corners. We can supply both kinds at following prices.

	Each
18 x 24 (square corners)	\$1.00
18 x 24 (round corners)	1.10
18 x 24 Chromium Squeegee Plates (square corners)	3.50

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"Profits are no longer the difference between selling price and cost. Instead they are the difference between new ideas and old ones, new methods and out-of-date ones, new equipment and obsolete equipment."

RAY HUTCHINS,
 Asst. Director National
 Bureau of Standards.

For Perfect Pictures

Gevaert

(Call it  Gay-vert)

Super Chromosa

The new Gevaert Plate for speed work

Portrait Bromide

An Enlarging Paper Par Excellence

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A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

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SURESTICK

A White Liquid Photographic Glue

Never Cracks Loose, no odor, always ready does not draw, discolor or harm your prints, will not get stiff when exposed to air.

HIGH GRADE ADHESIVE—goes further, *only small amount required*

Vacuum Dispensers, half-pints *only*, which may be refilled, 55c
Plain jars—Half-pint, \$50c; Pint, 85c; Quarts, \$1.50; Gallon, \$5.00

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In coloring photographs the main thing is to secure good flesh tones. This is a very difficult task to accomplish on a black and white print. It is nearly as bad with a chocolate sepia print. But with the rich warm sepias obtainable with BROWNTONE, it is the simplest thing imaginable to secure the perfect flesh tones. You get the same results if you tone one at a time or many. Try BROWNTONE on all your prints to be colored this Christmas and see the saving in time, together with the increased richness of the finished color work. Yes, HIRSCH & KAYE supply BROWNTONE at \$1.00 per bottle.

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Why be inconvenienced with rubber gloves or BE EMBARRASSED with stained nails and hands, when a few seconds time and a little cost

A \$1.00 Box

will put your nails and hands in perfect condition for several months.

STAIN-OFF

absolutely removes all stain from hands and finger nails caused by the developer or any other photographic work. Will not injure or irritate the skin or nails.

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Our Salesmen Tell Us



Mrs. Dora Warren, of Paso Robles, has cause indeed to be very proud of her parents, Mr. and Mrs. Samuel G. Slater, who recently celebrated their 63rd wedding anniversary. We are happy to state that both are unusually active for their years and enjoy the best of health. "Dad" recently celebrated his 90th birthday by chopping down a tree in a grove adjoining his home, and sawing it into cord wood. "Mother" Slater just passed her 81st Birthday.

If Mrs. Warren doesn't toot her horn about them, well,—we're saying she should.

Robert Bordeaux, of Santa Barbara, "crashed" recently while shooting aerial scenes over his city.

The motor cut out shortly after taking off and the pilot side-slipped the plane to a small spot on the beach among the rocks.

Mr. Bordeaux and the pilot escaped with minor injuries—not so the camera.

H. M. Seron, of Bakersfield, has established a sunken garden adjacent to his Bakersfield home that would do credit to our own Golden Gate Park.

Fred Masters, former camera man for the *San Francisco News*, the N. E. A. Service and more recently the *Los Angeles Record* has gone to Honolulu with his family for an extended stay. He goes as a representative of the J. Walter

Thompson Advertising Co. He will make a complete photographic survey of the Islands for news and scenic purposes.

Those of our readers who have had retouching done by Anne Roston, will be glad to know of her return to San Francisco. With the approach of the holiday season, this is indeed welcome news. Her advertisement will be found in its usual place under the head of Professional Service and she gives real service on orders for negative work.

George N. Thomas, for many years with the Hartsook Studios, died in this city, August 11th. Mr. Thomas was not a practical photographer, his duties being of a clerical nature, but nevertheless he had a wide acquaintanceship among local photographers.

The Austin Studio chain, well known in San Francisco and lower California, has opened a new studio in Oakland. This is the eighth on the list, the others being in Los Angeles, Glendale, Long Beach, Pasadena, Santa Ana, San Francisco and San Diego.

A new course in elementary photography, in connection with the school's program of technical training for the motion picture industry, will be given this fall at the University of Southern California.

Our Salesmen Tell Us ---

J. Pudovkin, Oxnard, photographer, went to Seattle to meet his wife and two children whom he had not seen since 1914. He was an officer in the Russian army and during a battle a shell exploded close to him, filling his body with bits of steel. For six months, while in the hospital, he was deaf and dumb and unable to recall who or where he was. On final recovery he was told he could go home, but where was his home? He knew not, so returned to the army, serving as long as Russia remained with the Allies. Then he went to China, hoping to locate his family. About six years ago he came to America and eventually learned where his family was, in Russia. For several years he tried to get permission for them to come to join him and his recent trip to Seattle,—well, you can imagine the re-union.

---o---

A card was received from "Daddy" Lancaster on his arrival in Havana. Here's hoping the rest of the trip will be as enjoyable.

---o---

L. J. Inman of Long Beach attended the American Legion Convention in San Diego. His wife accompanied him.

---o---

Mr. Bush has just returned from his pear ranch in Lake County, where he spent two weeks among his two pears. Perhaps we should say two peaches, his two daughters were there as well as Mrs. Bush, all enjoying an ideal vacation. Look out for him. He's full of pep and will see you soon.

---o---

It's cool in San Francisco. The new slogan is accepted as true by the traveling men who have occasion to make valley trips.

---o---

Another visitor at the Legion convention in San Diego was Van Montgomery of the Coover Studio, Stockton. A vacation was combined with the convention trip.

Charles Seaboldt was fighting ants (not aunts) when called on. Pasadena seems to have had an invasion of red ants recently.

---o---

What appears to be a record for distance traveled, to attend the P. I. P. A. Convention was made by On Char, owner of the City Photo Co. He traveled from Honolulu to San Francisco to attend the convention. In addition, he submitted an attractive display of colored prints, taken from his collection of pictures. They clearly indicated the cosmopolitan nature of Honolulu's population.

---o---

Fred Burleigh of Stockton was a recent visitor to San Francisco. With Van Montgomery he has the former Hartsook location in that city.

---o---

J. T. Boyson of Yosemite was another visitor. This is between seasons for him, as the winter business must wait the first snowfall.

---o---

Don't order your frames until you have seen our line. A mighty attractive line it is, and you will be glad to sell them to your customers. Write for frame catalogue if you haven't one.

---o---

Do you have your negatives carefully numbered and catalogued so you can get at them easily? You can add dollars by being prepared to sell on short notice photographs that may be wanted for this, that or the other purpose. Especially by the newspapers. But you have to be able to find them quickly.

---o---

There is no genius in life like the genius of energy and activity.—D. G. Mitchell.

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Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

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Supplied for permanent or portable installation. Write for catalogues.

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THE FINEST PENCIL MADE

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6 degrees for positive

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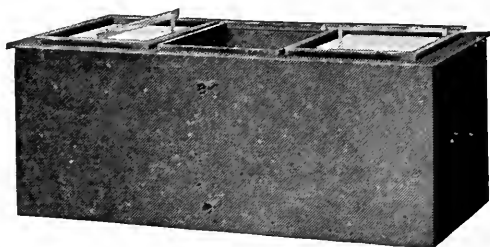
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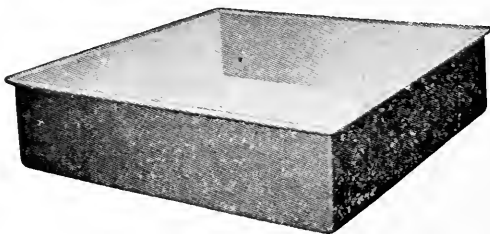
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Sizes No. 1 accommodates both 5x7 and
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White Enameled Fixing Baths



STOCK SIZES

10x12x5"
18x22x5"
20x30x6"

12x16x5"
18x24x6"

16x20x6"
20x24x6"

Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.

Some Facts About the New Multifocal Lens

The Beach Multi-focal lens mentioned on page 10 of this issue, is the latest product of the Wollensak Optical Company. Here are some of the advantages of this lens.

SPEED

Approximately F 3.3. Snapshots of babies indoors is possible.

DEPTH OF FOCUS

Speed and depth of focus, heretofore difficult to attain, now completely available as you want them; desirable for groups.

BRILLIANCE

No loss of snap or brilliancy in shadows.

NO DISTORTION

Permits use of lens of fairly short focal length, which is good news to the photographer who does home portrait work or makes exposures in small rooms.

RETOUCHING MINIMIZED

Saves time and effort, and your eyes. Send for complete description in booklet prepared so we can tell you more about this lens.

Defender Plant Expands

Under way and scheduled for completion during September, the latest addition to the Defender plant at Rochester will bring a substantial increase of laboratory and emulsion-marking facilities for Building C, devoted to the making of Artura Iris and Velour Black.

The rapid and steady growth of sales of Defender Portrait papers, contact and projection, notably the two brands mentioned, made the expansion necessary in order to maintain uniform and dependable delivery service during the peak months. Most of the new space will be utilized for emulsion-making, refrigeration and the other essential manufacturing processes before the paper is ready for the coating tunnels. The laboratory addition will make possible a twenty-four-hour use of the modern coating facilities already installed.

The new laboratory, in all respects up to the minute, will also make possible certain refinements in emulsion making which are calculated to improve quality and uniformity, as well as enlarge quantity production.

Apart from the rare characteristics of this new lens it possesses also sheer distinction in mounting—a richness in its color combination that will blend harmoniously with the finish of the average studio camera.

The Beach Multi-focal lens embraces the best materials that could only enrich the finest lens and is machined and assembled with the exactness and care that is due a masterpiece.

No.	Size	Equivalent Focus in Inches	In Barrel With Iris Diaphragm	In Studio Shutter	In Betax Shutter
4	6½ x 8½	9½	\$180.00	\$231.50	\$186.00
5	8 x 10	12	225.00	231.00	234.00
6	10 x 12	14	275.00	280.00	
7	11 x 14	16	325.00	330.00	

Order your Beach Multi-Focus Lens from **HIRSCH & KAYE**
(Deferred payments if you wish.)

Good portraiture is the product of skill, imagination, and good materials to work with.

**a better
negative
means
a better
print**



T

HERE'S a quality in Agfa Portrait Film that makes it easier for the photographer's skill to count — that gives freer scope to his ability and imagination. It is more than latitude — a richness, depth, and beauty of rendering which means better portraits.



PORTRAIT FILM

AGFA ANSCO CORPORATION

BINGHAMTON, N. Y.

This Will Help You Save Your Time

If we may judge by telephone and written messages received, our readers underestimate the real size of our organization, and assume that almost any one person is familiar with every transaction and detail of our business.

With an organization of about 65 people, each person (or group of persons) has its own work to do and naturally is in closest touch with that particular work.

When you place a telephone call, especially by long distance, and ask for an individual, that person may be on any one of the seven floors of the building and time is lost when we locate that person. Frequently when found, he will not have his catalogs with him.

To place an order, please ask for "Order Department" and any one of five experienced people will promptly take your order.

For your information and convenience, we suggest that you cut this part of the page and keep it before you, and use it frequently.

HIRSCH & KAYE

Photo Apparatus and Material

(No matter who makes it, we have it or will get it for you.)

Telephone DOuglas 1290

(3 Trunk Lines—No Waiting)

To place order	Ask for	Order Department
Mountings	" "	Photo Mount Dept.
Lenses, Shutters	" "	Photo Lens Dept.
Invoices—Statements, Credits	" "	Bookkeeping Dept.
Motion Picture Supplies	" "	Motion Picture Dept.
Replacements and repairs to equipment	" "	Service Dept.
For used equipment	" "	Used Goods Dept.
Information about back orders	" "	Back order Clerk
To have salesman call	" "	Service Dept.
Help or Employment	" "	Service Dept.

If you are located out of town and should you communicate by letter, you will get quicker service if you put your orders on one sheet and your inquiries on another. This will permit two people to work simultaneously on your transaction and then the letter of inquiry need not

be held while the order department has the letter. Both order and inquiry can be sent in the same envelope.

If you are in no special hurry for your reply, both order and inquiry can be on the same letter, but the above suggestion will speed up replies.

-1929 Fall Styles-
Its Name Tells The Story-



The Modernist

(Lava Stone Stock)

It is just the style needed in these days to create business from the young folks and the young old folks. Many thousands will be sold this season for the gift or exchange portrait.

Sizes 4 x 6 and 3 x 4½ per 100

Prices \$12.50 and \$10.50 per 100

Colors: Greystone and Neutraltone

AN IDEAL SCHOOL MOUNTER

Samples of both colors for 15c. Start featuring this advanced style early this season—it will help to “stir up” things.

SAMPLE OFFER F-94

Taprell, Loomis & Company

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

This is the month when the poor laboring man has his day. On Labor Day he has nothing to do but march 15 miles over a hot pavement while the band plays "Aint we got fun."

-- --

Do you know the difference between Capitol and Labor? You lend me ten (10) bucks and that's Capitol. You try to get it back—That's Labor.

-- --

Capitol borrows money at 2% and lends it to you and me at 6%. That's the beginning of capital punishment.

-- --

Something aught to be done for the poor workman in this country. Just think of his hardships. Most times when he gets to his job, there's no place to park his car.

-- --

Now that the farmers have got their relief maybe the working men can get some.

-- --

Believe me, it's no cinch to meet the installments on the new home, the car, radio, frigidaire, the new baby, and all the rest of the easy monthly payments.

-- --

Did I ever tell you about the first time I tried to get a job? I went to a store that looked good to me and asked if they needed a boy. No says the man, but you might try across the street, the Owl Laundry.

-- --

Nothing doing, says I. I never washed an owl in my life and don't want the job. So thats how come I came to H. & K.

If you'll work for your money while your young, your money will work for you when you get old.

-- --

You hear a lot about a fair days pay for a fair days work but how about a fair days work for a fair days pay?

-- --

Only a small part of the women to-day are working women. Most of them are working men.

-- --

Have you noticed how much work some people will do to get out of work?

-- --

If you haven't bought one of these electric exercise machines, don't to it; I got a better idea.

-- --

For half the price you can get a second hand Lizzie and see the country while you get your exercise.

-- --

All work and no pay makes jack.

-- --

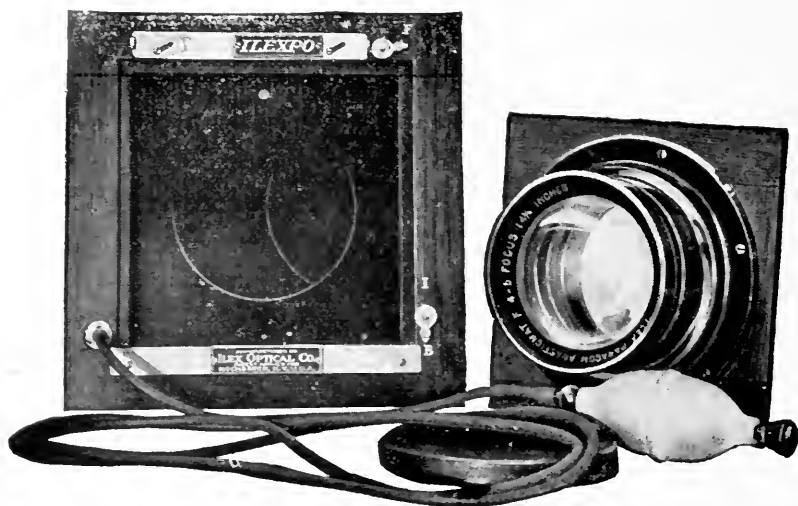
When I started to work for Hirsch & Kaye they said they'd teach me the business from the ground up, and handed me a broom.

-- --

I nearly lost my lady friend. She asked me what was my favorite fruit and without thinking, I says dates with peaches.

Ow-ah Ow-ah

JERRY.



Ilexpo Shutters

A BEHIND-THE-LENS Studio shutter so constructed as to permit its use with innumerable lens equipments. Each lens is fitted to an individual insert board which is supplied at \$1.50.

To operate, set top indicator at "F" for focusing and bottom indicator at the exposure desired, "B" (bulb) or "I" (instantaneous). After focusing, pressure of bulb closes shutter blades, which is then ready for exposure.

For long exposures, set at "B" and hold pressure until expiration of time limit. For short exposure, set at "I". Instantaneous exposures are regulated by pressure of bulb. A quick pressure renders fast speed; slower pressure correspondingly slower speed.

An efficient and economical studio necessity. Its simplicity of construction and operation is an advantage appreciated by every photographer.

Bulb and tube furnished with each ILEXPO Shutter.

No.	Light Aperture	Lens Opening	Outside Dimensions	Price
1	4 $\frac{1}{8}$ "	4 $\frac{1}{2}$ "	9" x 9"	\$20.00
2	4 $\frac{1}{8}$ "	4 $\frac{1}{2}$ "	10" x 10"	22.00

REVENUE FROM OLD NEGATIVES

Some of our readers probably have more film negatives than they need, or require the space occupied by them. There is a market for old film, portrait, or X-ray and the usual price is 13 cents a pound, freight prepaid.

Anyone interested in the sale of old film should write to P. S. L. Kantro, Portage, Wisconsin, for tags, labels and bills of lading. Remember that its costs as much to ship 40 pounds as it does to ship 100 pounds by transcontinental freight so have your shipment weigh 100 pounds gross or over.

The Eastman Kodak Co., Rochester, N. Y., will also accept your old film, but because of the high rate of transportation from Pacific Coast points, we suggest Portage, Wisconsin, as the nearest destination.

--:--

NO KIDDING

Liza, the negro cook, answered the telephone.

"What number is this?" asked a cheerful voice.

"You all ought to know," said Liza; "you done called it."

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue

SAN FRANCISCO

Room 420 - Phone Prospect 476

RETOUCHING

That Is Better

ETCHING

That Is Superior

Louise C. Bestler

5703 College Avenue

OAKLAND :: :: CALIF.

Back to San Francisco to serve you

Retouching—Etching— Negative Work

SEND YOUR ORDER TO

Anne Roston

2341 BAY ST. SAN FRANCISCO

West 3963

Will consider agreement to handle
the negatives of a limited number of
studios exclusively during the holiday
season. Make your arrangements today.

PUTZ-POMADE

An unexcelled reducer, applied
with a cloth or a tuft of cotton.
Skilled negative workers will not
be without it.

Per tin, 25 cents



Need Lamps?

Most likely you do.

All sizes and styles
can be ordered
from

Hirsch & Kaye

Rightway Retouching Studio

Specialize in

Effective Retouching and Artistic
Coloring

One day mail order service
Satisfaction guaranteed

PHONE HEMLOCK 8758

314 Grant Bldg. 1095 Market St.

SAN FRANCISCO, CALIF.

DON'T EXPERIMENT

Best Quality and Service

Retouching, Photo Coloring AND OPAL MINIATURES

Maud B. Corey

2916 STEINER STREET

SAN FRANCISCO, CALIF.

Photo Miniature

No. 203

PANCHROMATIC PHOTOGRAPHY

Now ready. The first American
handbook to give a clean cut
explanation of modern panchro-
matic methods. Order your copy
today.

Price per copy 40¢

You can select two other sub-
jects and order three copies (as-
sorted subjects) for one dollar.



View of Photorecord outfit showing arrangement of camera with standard and reflectors, adjustable swivel chair, background screen and headrest. Both units of the Photorecord are screwed to the floor in a fixed position. The lighting, position of subject and length of exposure are constant factors, therefore, the pictures are uniform in photographic excellence.

The Photo- record

*To operate the Photorecord,
here's all that you do:*

1. Seat your man in the chair, the head rest supporting his head;
2. Turn on the lights;
3. Press the button.

That's all. You have a perfect identification portrait. Anyone can make good pictures with the PHOTORECORD.



THE Photograph Identifies"—makes it easy for Police Bureaus and Public Safety Departments everywhere to co-operate in recognizing and apprehending suspected persons or criminals.

The importance of the photograph in this work has been so recognized that several states and many foreign governments have enacted legislation to direct that peace officers must photograph every suspect against whom a felony charge is placed.

Now with the new PHOTORECORD, the job of taking identification pictures is reduced to its simplest terms. Folmer Graflex engineers, whose work on the Finger Print Camera is familiar to you, have produced a standard unit of photographic equipment designed to eliminate all "guess work" or the slightest chance for error.

Exposure time is standardized—the universal focus type of camera is fitted with shutter mechanism which operates at a standard fixed speed. It is only necessary to plug in the especially designed reflectors to an ordinary light socket to give a light intensity that is absolutely uniform, illuminating every blemish and facial characteristic of the subject in clean-cut detail. No focusing is needed—the adjustable swivel chair is set permanently so that the subject, when seated, is in critically sharp focus. Any member of your Bureau Staff, whether he has had previous photographic experience or not, can take perfect pictures quickly and easily.

The **PHOTORECORD** stand is sturdily constructed of maple with a heavy metal base. The reflectors, made of strong sheet steel, are equipped with ground glass screens especially prepared to diffuse the light, to eliminate squinting, and to throw no shadows. Whether the installation is made in the highest or darkest space available, the reflectors standardize the lighting so that perfect pictures are absolutely certain.

The complete unit is so simple and standardized in design that the cost of manufacture is surprisingly low. It is sold at a price easily within the reach of every penal institution and identification bureau.

Prices and terms of sale on application

This outfit may be seen and ordered at **HIRSCH & KAYE**

L'Envoi

So you have come to San Francisco, you have seen, and you will return! The adventuring you have done has in no way exhausted San Francisco's fascinations. Her odd nooks and crannies, her old haunts and her new, her "finds" of place, person, and mood, seem limitless. Many discoveries still await you. But when you go, and where you go, may you take some of San Francisco's spirit with you; take something of her fearlessness, of her independence, of her cordiality, and of her "Gusto for living." You have found it surely, this zest for living, which Robert L. Duffus explains by saying that "San Francisco runs to meet life instead of running away from it." You have joined that great multitude of people whose footsteps have resounded on her pavements, padres, soldiers, the tramp of the Argonauts and the scuffle of the Chinese; strange people from strange lands, and home folks from home towns, be it Singapore or Garden City. These pavements of San Francisco stretch from the Past to the Future. And if they have led you, through suggestions, to ideas that will help you conduct your business with more pleasure and profit, we will feel that it was worth attending the convention, and will conclude by quoting those frequently used words,—“A good time was had by all.”

“VERIBEST” Overflow Stopple



This device enables you to make your own washer for photographic films, plates or papers. The "Veribest" Overflow Stopple instantly and conveniently converts any sink, tub, basin, or other fixture into a wash tray of large dimensions with running water.

Although designed especially for tourists, the Overflow Stopple is used universally by amateur and professional photographers.

Made entirely of rubber it is light and compact; moreover, it is unaffected by any photographic solution.

PRICE \$1.00

Can be ordered from
Hirsch & Kaye

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Los Angeles	Box 2211, The Focus	Salinas	Box 2215, The Focus
Madera	Box 2228, The Focus	San Francisco	Box 2235, The Focus
Monterey	Box 2242, The Focus	San Francisco	Box 2237, The Focus
Oakland	Box 2143, The Focus	San Francisco	Box 2231, The Focus
Palo Alto	Box 2153, The Focus	San Francisco	Box 2208, The Focus
Pismo Beach	Box 2232, The Focus	San Jose	Box 2222, The Focus
Pomona	Box 2224, The Focus	Santa Paula	Box 2164, The Focus
Richmond	Box 2226, The Focus	Stockton	Box 2239, The Focus

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Ashland	Box 1965, The Focus	Freewater	Box 2097, The Focus
Baker	Box 2087, The Focus		

Washington

Concrete	Box 2123, The Focus	Snohomish	Box 2086, The Focus
Olympia	Box 2210, The Focus	Seattle	Box 2137, The Focus

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
Reno	Box 2202, The Focus		

Utah

Salt Lake City	Box 2230, The Focus
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New Mexico

La Cruces	Box 2217, The Focus
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INFORMATION WANTED

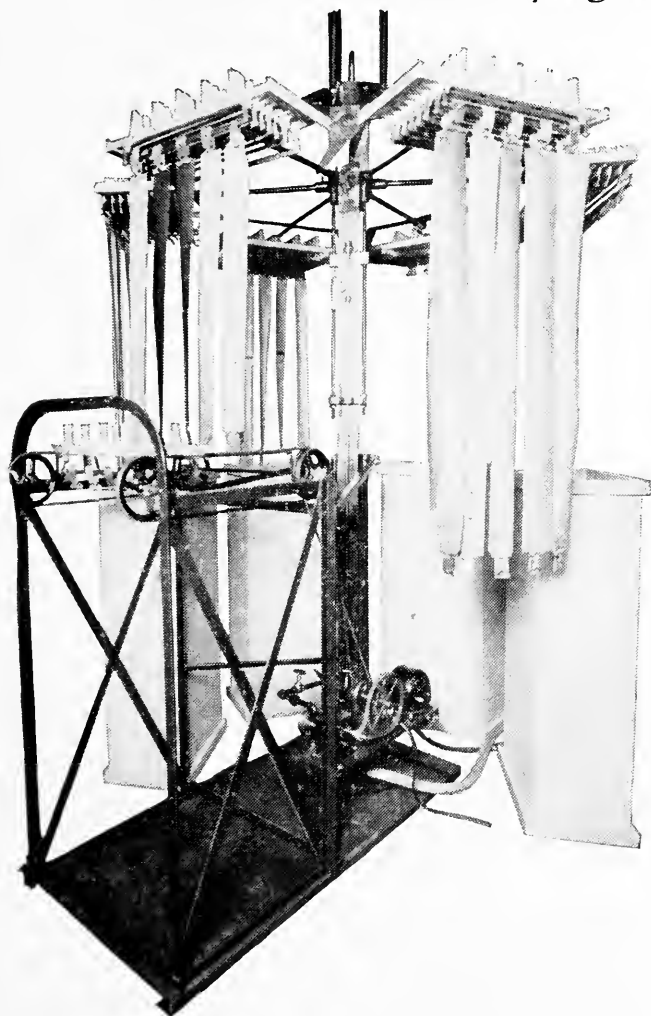
Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.
C. J. Briggs, formerly, San Francisco.
R. G. McDonald, formerly, Stockton.

H. M. Collett, formerly, Eugene, Ore.
Gail Wellington, formerly, Reno, Nev.
P. J. Standar, formerly, Dunsmuir, Calif.
Mrs. S. Denton, formerly, Oakland, Calif.
C. R. Mandeville, formerly, San Francisco and Hollywood.

WOOLEVER'S AUTOMATIC MASTER FILM HANDLER

Operates on Water Pressure, Timed by small Electric Motor
Pays for itself in labor costs in one season
Removes films to drying rack automatically



Made to last a lifetime

Woolever is the "Daddy" of the developing machines at present in use, and has therefore had much experience in this line of endeavor.

The present revolutionary model was designed after several years careful study, and is believed to be the answer to demands for a simplified and inexpensive automatic system for handling films, priced so the moderate finisher can afford to purchase.

Use Your Own Tanks and Film Clips No Apparatus to Scrap

Just a simple little device that delivers the goods
Sooner or later every photo finishing plant will have one

A Salary Saver and Quality Maker
Brass used where necessary to prevent rust

When business is dull and chemicals are allowed to slow down, trip it by hand when you wish, it operates automatically just the same.

Two Models are made at present:
Woolever's Automatic Master Film Handler

Model 4

4 tanks
160 to 240
per hour
Floor space
7 ft. x 8 ft.

Price \$650.00 List

Model 6

6 tanks
240 to 320
per hour
Floor space
8 ft. x 9 ft.

Price \$750.00 List

TERMS IF DESIRED

Film Carriers hold 5 rolls or packs each. Furnished without clips or pack hangers. Use your own.

\$2.10 each

To handle 250 to 300 rolls right through requires 50 to 60 carriers.

For Sale By

HIRSCH & KAYE

239 Grant Avenue
SAN FRANCISCO

Bargains for the Photographer

No. 123	Photo Mailers	4½ x 7	list	per	hundred	-----	\$1.00
No. 234	" "	5½ x 11¼	" "	" "	" "	-----	2.00
No. 240	" "	6½ x 13¼	" "	" "	" "	-----	2.50
No. 246	" "	7½ x 15¼	" "	" "	" "	-----	3.30
No. 162	" "	13¼ x 17½	" "	" "	" "	-----	5.20
No. 160	" "	12 x 18	" "	" "	" "	-----	5.00
No. 157	" "	12¼ x 16¼	" "	" "	" "	-----	4.80
No. 154	" "	12½ x 14½	" "	" "	" "	-----	4.50

Horizontal folders and easels in 5x7, 6x8, 6x10, 8x10; also, several bargains in 3x4 and 3x4½ folders and easels. At a small fraction of usual prices.

Used **PORTRAIT DIFFUSION DISKS**. Various sizes from \$3.00 each, upwards.

HALLDORSON ELECTRIC STUDIO CABINET, for 4-1500 watt Lamps.
Price without globes. **\$90.00**

12-inch mounted **CONDENSING LENSES**. Per pair **\$42.50**

15-in. **POPULAR PAPER CUTTER**, fine condition. **\$7.75**

Century **HEAD SCREEN**, with round black screen. **\$5.00**

ELECTRIC FAN, with 4-15 inch blades, 110-volt direct current only. **\$5.00**

8x10 **F & S PRINTER**, complete with 8-40 watt Lamps. **\$19.50**

PAKO DRYER, gas-heated. **\$85**

Gilbert **ELECTRIC RETOUCHER**. **\$9.25**

No. 2½ **COMBINATION TRIPOD**. **\$3.75**

No. 3 **COM. TRIPOD**. **\$4.25**

3-inch **K2 W & W FILTER**, square, in holder. **\$3.75**

PEERLESS BELT DRYER, this is smaller than Pako but efficient. **\$45.00**

BEATTIE ARC SPOTLIGHT. **\$42.50**

BEATTIE MAXIMA FLOODLIGHT, the big size. **\$125.00**

8x10 B & L Border Tinting **PROJECTION PRINTER**. Looks like new. Used only for demonstration. Terms if desired.
Bargain price **\$260.00**

No. 923-13 Victor **FLASH CABINET**, reconstructed to hold 6 Mazda Lamps. Has 4-1000 watt clear Mazda Lamps and 2-500 watt clear Mazda Lamps.
Bargain Price **\$67.50**

1 5x7 Border Printing **PROJECTION PRINTER**. Shopworn, but otherwise excellent.
Bargain Price **\$125.00**

Bargains in assorted stock of **CARBON TISSUE**. If interested ask for list.

Used Remodeled Victor **FLASH CABINET**. Has illuminating surface 40x70 inches. First used Cabinet we have been able to offer in a long time. Terms if wanted.
Bargain Price **\$49.50**

HIRSCH & KAYE

PHOTOGRAPHIC APPARATUS AND MATERIALS
239 GRANT AVENUE :- SAN FRANCISCO

OVER TWO DECADES OF

IRIS

Have brought it recognition as a standard by which

PORTRAIT

PAPERS

MAY BE MEASURED

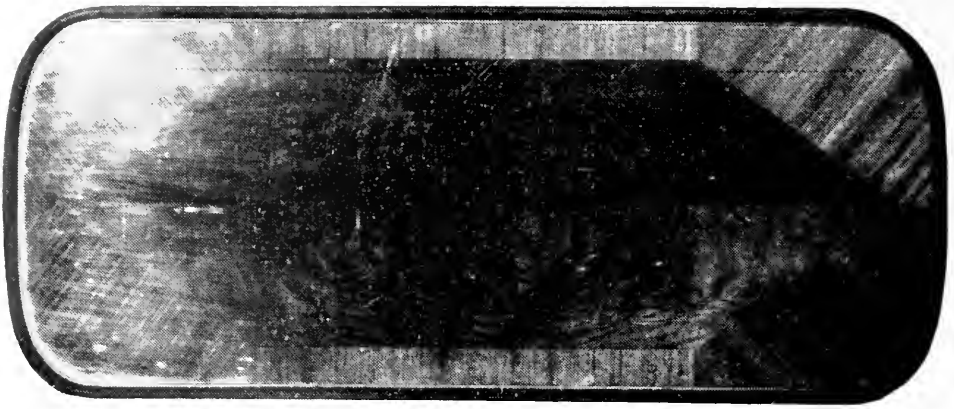
Iris prints carry the unmistakable marks of quality . . . quality of tone, vigor and richness, simplicity and uniformity . . . to a degree that has earned prestige conceded to no other medium.

The quality of Artura Iris is established, and Defender has widened its scope of usefulness by the addition of seven new surfaces during the past year.

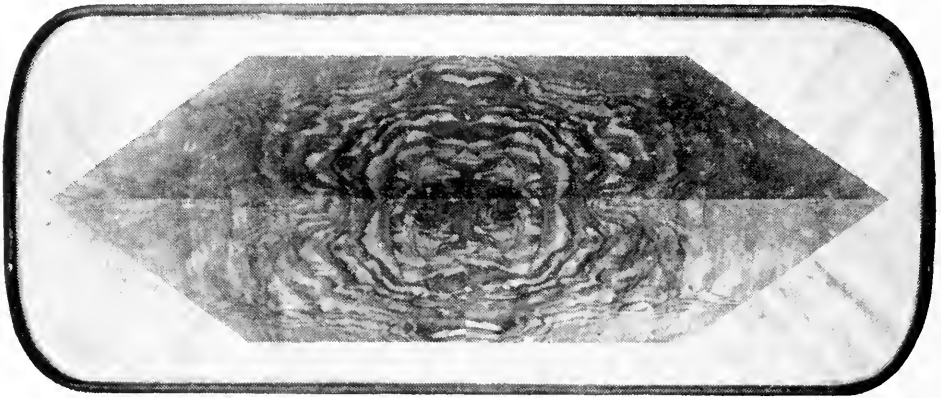
Manufactured Exclusively By

DEFENDER

DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.



Non-color-sensitive Film



Commercial Panchromatic Film

Rosewood, mahogany, walnut—practically all of the beautiful woods used in the manufacture of furniture are difficult to photograph unless a color-sensitive material is used. And most often the fully color-sensitive Eastman Panchromatic Film will give the most satisfactory result. Use the Portrait Panchromatic when long scale and fine gradation are wanted—the Commercial Panchromatic when greater contrast is desired. If you have not used Panchromatic Film, ask for the free booklet, *Color Films, Plates and Filters for Commercial Photography*. It will be sent on request.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

All dealers'

THE FOCUS

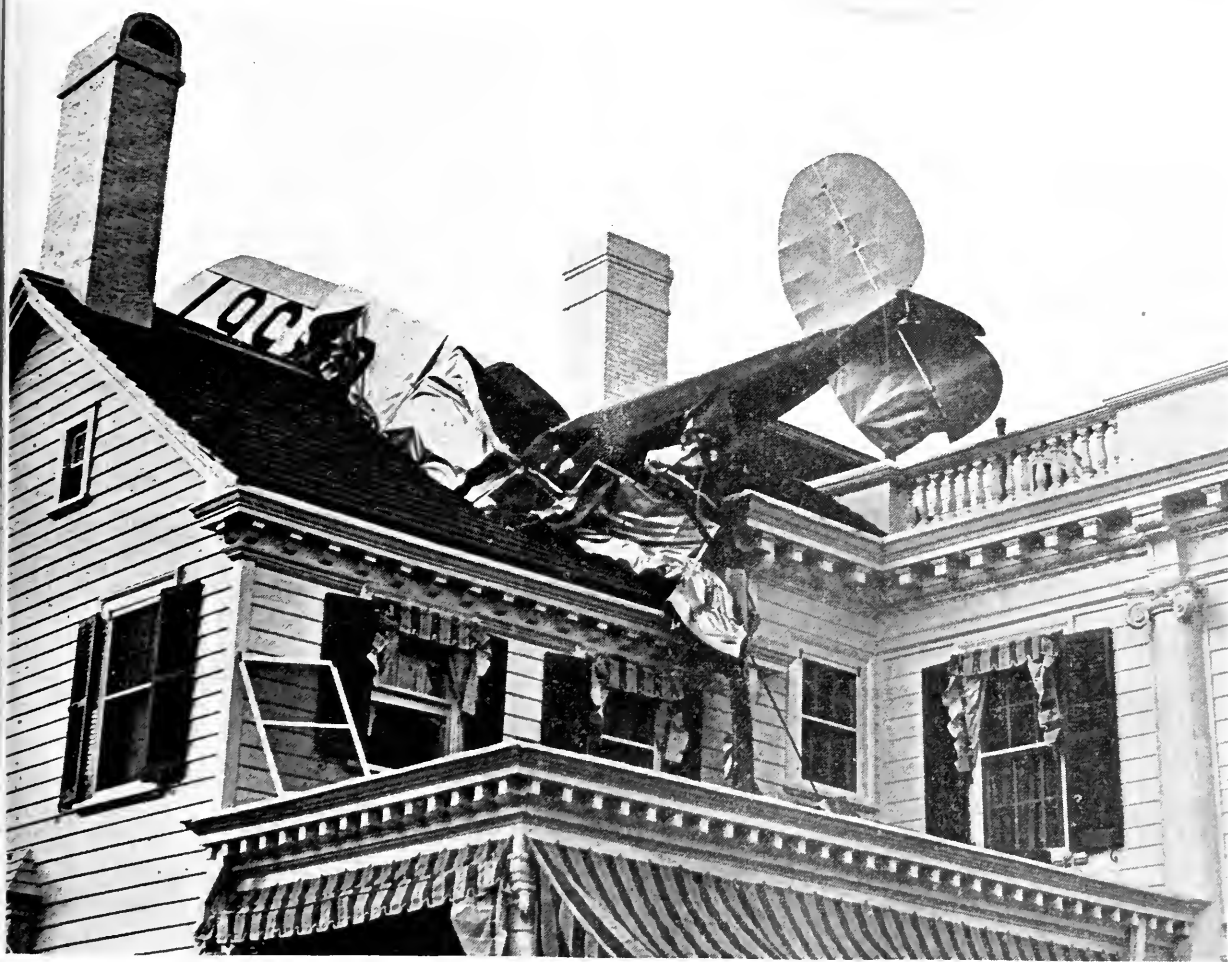
Published Monthly in the Interests of Professional Photography

Volume V

NOVEMBER, 1929

No. 11

WITH HARRISON
CALIFORNIA ACADEMY
OF SCIENCES - LIBRARY



“Drop in and see us some time!”

See page 5

Published by **HIRSCH & KAYE**

239 Grant Avenue, San Francisco

High standard is a studio asset



By courtesy of Universal Pictures Corporation

AGFA Portrait Film is not alone an all-around good film. It can, and is, making for many of the leading professional photographers both in this country and abroad, unusual negatives of outstanding depth and richness. And it is doing this without the use of special formulas and methods, retaining as it does all the delicate tone contrasts through an extra-wide exposure range.

Photographers who use Agfa Portrait Film know the beautiful quality of the negatives it makes.

To those who have not used it, Agfa Portrait Film presents an opportunity for even better negatives—and better likenesses—with uniform certainty of results.



PORTRAIT FILM

AGFA ANSCO CORPORATION, BINGHAMTON, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography
by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Volume V

NOVEMBER, 1929

No. 11

: IN THE PROFESSION :

J. A. Gustafson : Oscar Gustafson



"Married and happy"

"Single and happy"

The city of Turlock, Calif., is famous for two things. The excellent quality and size of the melons raised in the vicinity, and its Swedish population. The melons have been advertised the world over, so we'll confine our article to the story of two sturdy sons of Swedish parentage.

Oscar and J. A. Gustafson were born on a farm in Iowa where their parents lived for over forty years, settling there on their arrival from Sweden in 1868. The boys speak with appreciation of the Christian influence of their home, and the care with which they were raised. While discipline may have appeared rather severe and irksome to two growing boys, they now acknowledge the wisdom of their parents' guidance.

While on the farm the boys came into possession of a \$1.98 Brownie Camera which was the turning point in their careers, for both took a liking to the new playtoy and its possibilities. They did their own developing and printing, creating a darkroom in a corner of the cellar. Instruction books and charts tacked to

the walls were frequently consulted as they delved into the secrets of the black box.

In time they acquired enough experience to do extra work in studios. Their own studio followed, and when this was sold, they moved to Alabama where they opened another. Eight years later they sold again and moved to Turlock.

This was in 1921 and four years later they moved into their own brick building, where they now are. J. A. Gustafson is happily married and has a family. Oscar Gustafson is not, but each is happy in his own status.



For each and every joyful thing,
For twilight swallows on the wing
For all that nest and all that sing,—

For fountains cool that laugh and leap
For rivers running to the deep,
For happy careforgetting sleep,—

For stars that pierce the somber dark,
For morn, awaking with the lark,
For life new-sitting 'neath the bark,—

For sunshine and the blessed rain,
For budding grove and blooming lane,
For the sweet silence of the plain,—

For bounty springing from the sod,
For ever step by beauty trod,—
For each dear gift of joy, thank God.

FLORENCE EARLE COATES.

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

Charcoal Black

**AN UNUSUAL PAPER FOR PROJECTION PRINTING
DESIGNED**

For those who wish their prints to command attention and produce new business

Grade "A" Thin Parchment---Grade "B" Medium Weight Parchment

Price per dozen---8x10, \$1.70; 11x14, \$3.25

Order from **HIRSCH & KAYE**

Stop Waste. Save Time, Money, Solutions.
For best results install a
STERLING DEVELOPING TANK OUTFIT

AMATEUR FINISHING OUTFIT
FIT For Roll Film and Circuit Work.

Made of the
**FINEST
PORCELAIN
ENAMEL**

THE BEST BY
TEST

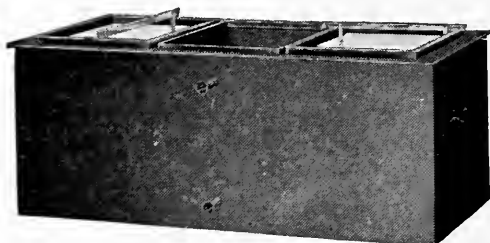
ALL WATER-
JACKETED OUTFITS have washing
space with circulating water around both
inner tanks for temperature regulation.

COMPLETE
COMPACT
ECONOMICAL

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

Avoid Spurious
Tanks. Name "Sterling"
on Every Tank.

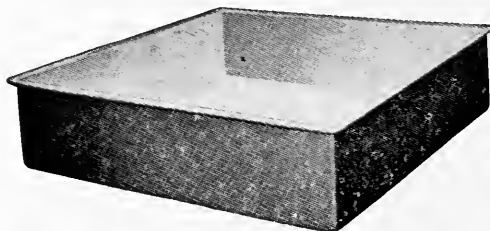
Two Sizes Commercial Outfits for Plates
and Cut Films.



Sizes No. 1 accommodates both 5x7 and
8x10 Portrait Hangers. Size No. 2 is
built for 5x7's only.

-- --

White Enameled Fixing Baths



STOCK SIZES

12x16x5"
18x24x6"

16x20x6"
20x24x6"

10x12x5"
18x22x5"
20x30x6"



Made in 2 sizes.
5x12x42" hold 10 gallons
8x12x42" hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.

"Pioneer Tank Builders" Beaver Falls, Pa.

"Stranger—There's gold in them thar hills!"

We were reminded of this expression of pioneer days, by an incident that has come to our notice. We have no real estate to sell, but we do offer you an attractive line of frames from which you can get a golden profit.

Since we announced our line of easel and miniature frames we have noticed two things. The order department is kept busy filling orders, many of them repeat orders, and comment on our frames in letters received is favorable to the degree of flattery.

Our decision to stock this particular line of frames was not made because we liked them, but because forty years of experience with photographers and their needs, told us we had found what you have wanted. While we do not know the average prevailing price at which these frames are sold by photographers, we know of one photographer who sells our 70c frames at \$2.50 each, with a free enlargement, provided other prints are ordered. And he's selling them!

Have you sent us your order? An illustrated catalogue sent on request. Yes, there's money in our frames.



THE FRONT PAGE

Governor Larson, of New Jersey, who occupies a summer home at Sea Girt, was surprised to find an aeroplane had entered his sleeping chamber in this manner, only half an hour before his arrival at 9:30 P. M. The plane carried three passengers and the pilot when the unusual accident occurred. A. P. Hull, news photographer of Long Branch, called at 5:00 A. M. the next morning to expose a Hammer Press Plate for 1 150th of a second.



We are very anxious to have all mail leave our office correctly addressed. Consequently if there is any error in name, initial, address, spelling, or otherwise, we would thank you to let us know.



Failure is only for those who think failure!

EASTMAN ROMAN DENTAL CLINIC

Prime Minister Mussolini of Italy last week chewed on a bitter-sweet contract and said a sour thanks. The contract bore the signatures of his Ambassador to the U. S., Giacomo De Martino, and Deputy Amedeo Perna, Italian dentist-politician, and the level script of George Eastman, Kodak & film tycoon. It sweetly gave \$1,000,000 to the Italian Government to build and equip a dental clinic in Rome. At the same time it bitterly implied the rottenness and crookedness of Italian children's teeth and it hobbled the champing Mussolini to certain stout stipulations.

Mr. Eastman and Dr. Harvey Jacob Burkhart, director of the Rochester Dental Dispensary have the sole authority to select the architect, arrange the details of the interior and select the equipment for the clinic, all of which will be up to the best U. S. standards. For two years the Italian government must not interfere with the clinic without Mr. Eastman's or Dr. Burkhart's approval. That Government must appoint an unselfish, intelligent director who for two months must study U. S. dental methods and clinics under Dr. Burkhart's direction. It must furnish funds to operate the clinic "in a first class manner perpetually, or so long as it is necessary to have such institution in Rome."

These stipulations Mr. Eastman considered necessary to insure high dental standards in a country where care of the teeth has been grossly neglected.

The invidious asked why Mr. Eastman gave the clinic to Rome instead of to some U. S. city.

Champions of Mr. Eastman could say that, like the Rockefellers, he is spreading his philanthropies internationally. Two years ago, when after his African camera-hunting trip he visited London as guest of Baron Riddell and Sir Philip Sassoon, Prince of Wales' crony, he saw that the city needed a first-rate U. S.-type dental clinic, he donated \$1,300,000 as a "mark of affection and admiration for the British people." (See page 11)

You Can Have Better Lighting

By Using the Wonderful New Rexo Nitro Lamp



IMPROVED MODEL

The handy compactness, the powerful light-giving qualities and genuine serviceability of the New Rexo Nitro Lamp appeal strongly to commercial and home portrait men. This new portable lamp is helping many users

solve the problem of better lighting. If you demand the best in lighting for your work it will unmistakably aid you.

The Improved Nitro Lamp is ideal for motion picture work. Used in pairs for general lighting with wonderful success too. And for special light effects and diffused lighting in general studio work the Nitro Lamp is absolutely unexcelled.



Illustrating how the Nitro Lamp is used in conjunction with the Rexo Nitro Junior Lamp.

You can use it as a hand lamp or on a stand for spot or general lighting

The Nitro Lamp Uses a T20 1000 Watt Mazda Bulb

While the regular 500 watt T20, 110-120 volt Mazda bulb is standard for the Nitro Junior, the 100 volt lamp of this same size to the ordinary 1,000 watt bulb. You'll find it economical.

Get This Big Light Value

Order from these new low prices:

Rexo Nitro Lamp, net **\$10.00**
 1000 Watt T20 Mazda Bulb for
 above **6.90**
 Rexo Nitro Junior Lamp, net **5.00**

Regular 500 Watt T20 110-120 volt
 Mazda Bulb, net **3.00**
 Special 500 Watt T20 100 Volt Mazda
 Bulb, net **3.25**
 Rexo Lamp Stand **2.50**
 Rexo Floor Stand **7.50**

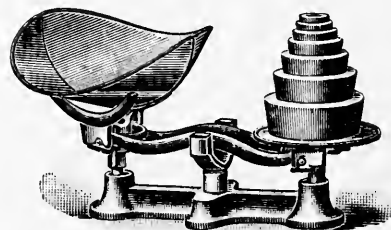
Need Lamps?



Most likely you do.
 All sizes and styles
 can be ordered
 from

Hirsch & Kaye

H & K Soda Scales



Capacity $\frac{1}{2}$ ounce to 4 pounds
 Price, \$4.00

PHOTOGRAPHY, A KEY PROFESSION

AGES ago man discovered a curious thing, presumably in China. He found that characters, so cut in wood as to protrude the remainder of the wood, could be daubed with sticky color and stamped on various things.

Thus was the world given printing.

Not so long in the past man made another curious discovery. He could take a box, blacken it inside and punch a pin-hole in one end, and the view outside the hole would be conveyed through the opening and be cast upon the interior.

Thus was the world given photography, a newer mode of printing.

The world perceived the fidelity of the photograph and was quick to comprehend its value. Here, to the highest possible degree, was truth in print.

Now the public wants information, interpretation and even opinion in photographs and a wave of photographic work and reproduction is surging.

Photography is a great and honored profession. The photographic artist is by his mode of craftsmanship and his skill the most truthful recorder of things animate and inanimate; lastingly he writes history. The important personages, their activities and accomplishments will live in photographs.

In everyone's life photographs are needed. The family keeps its loved ones in view by means of photographs, even when in body they are distant.

The public sees the dramatic events and actors of current history in magazine and newspaper photographic reproductions.

Buyers of goods and apparatus of a thousand and one kinds have exact photographic likenesses placed before them and are enabled to choose wisely.

Builders of houses study beauty from photographed architecture.

Lovers of nature delight in the scenery, the birds and the animals brought in photographs to their library tables.

Scientists study the human body and

how to keep it well by means of photographs.

Students of the universe picture with the camera the worlds that float in billions of miles of space and also the infinitesimally small particles that compose matter.

Photography has come to be a key profession in human progress.

Not all the public realizes that the wave of photography is surging upward, but every photographer knows it and may take heart at the growing volume.

Photography has come to be a key profession in like in habit and thought; enabling them to see each other's faces, expressions, doings. It is a common language—the most direct way to interpret. It allays suspicion and smoothes the way for friendly relations.

The photographer competent to carry on his part of this great and dignified work finds the profession a source of deep satisfaction—*Pathway*.



BE SANTA CLAUS TO YOUR EMPLOYEES

An excellent Christmas gift to your employees is a year's subscription to *Camera Craft*. They will derive pleasure and instruction and you will have better trained employees. Try it! And include a subscription for yourself.

CAMERA CRAFT

One Year—\$2.00



Carbon and Mazda Lamps

Ruby Carbon Lamps

10-20-30 Watt - - - \$0.60 each

Amber Carbon Lamps

10-20-30 Watt - - - .70 each

Ruby Mazda Lamps

10-15 or 25 Watts - - 76 each

Amber Mazda Lamps

10-15 or 25 watts - - .76 each

Ruby Mazda Lamps

75 Watt - - - - - 1.35 each

Amber Mazda Lamps

75 Watts - - - - - 1.35 each

When electricity is not available

Ajax Candle Ruby Lamps

A good emergency lamp - .20 each

FRAMES

Good Pictures Sell FRAMES

Good Frames Sell Pictures



No. 111

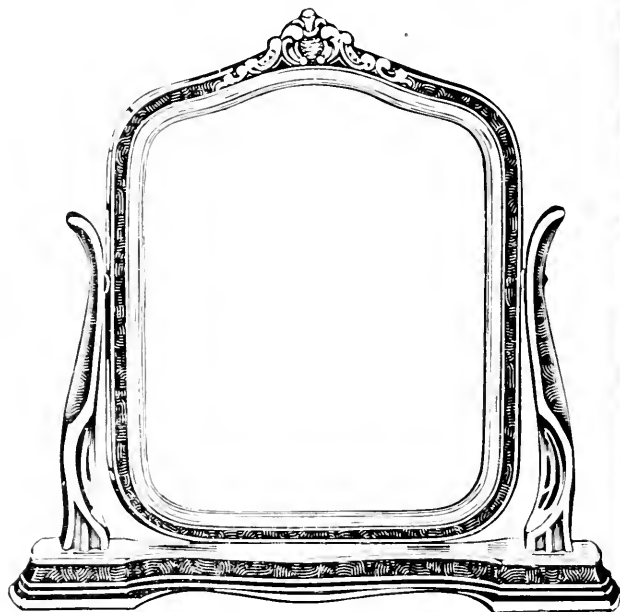
Silver and Black

or

Platinum and Black

$4\frac{3}{4} \times 6\frac{3}{4}$ or $7 \times 9\frac{3}{8}$

\$1.80 each, list



No. 1278

Silver Mottled

or

Platinum Mottled

$4\frac{3}{4} \times 6\frac{3}{4}$ or $7 \times 9\frac{3}{8}$

COMPLETE WITH GLASS AND
BACK

\$4.10 each, list

Here are two of our popular styles

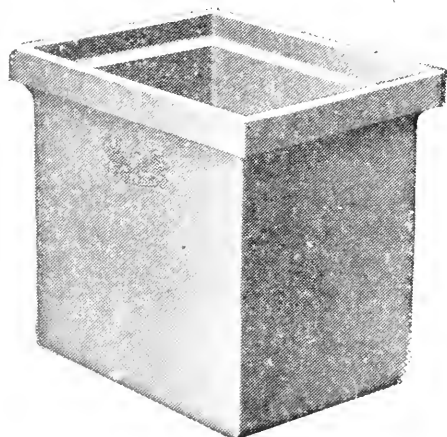
Catalogues sent on request. Order today!

Many more for your selection

From **HIRSCH & KAYE**

"Standard" Film and Plate Tanks

(With Hanger Ledge)



This Tank is of solid and substantial construction and is ideal for developing or fixing of 5 x 7 and 8 x 10 film and plate hangers. Unlike white porcelain, these tanks are chemical proof and alkali-proof throughout the body,—not merely protected by a surface glazing. The glaze will not crack or craze.

The inside dimensions below the hanger ledge are 10 ins. long x $7\frac{3}{4}$ ins. wide x $10\frac{1}{8}$ ins. deep.

Price\$7.50

Make this Test to Judge the Best



1. Dissolve equal parts of *Mallinckrodt* Crystal Pyro and the material you are now using in the same quantity of water.
2. Then compare the clarity of the two solutions.

Mallinckrodt

Crystal Pyro will give the clearest solution!

NO cloud, no
suspended matter
will be found—
a true indication
of unusual purity.

❖
One of the
"Physically and
Chemically
Perfected Photo
Chemicals"
by
Mallinckrodt

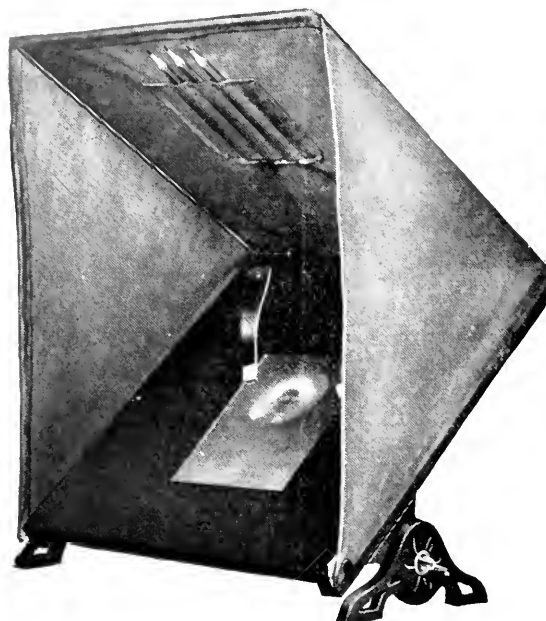


MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

RETOUCHING AIDS



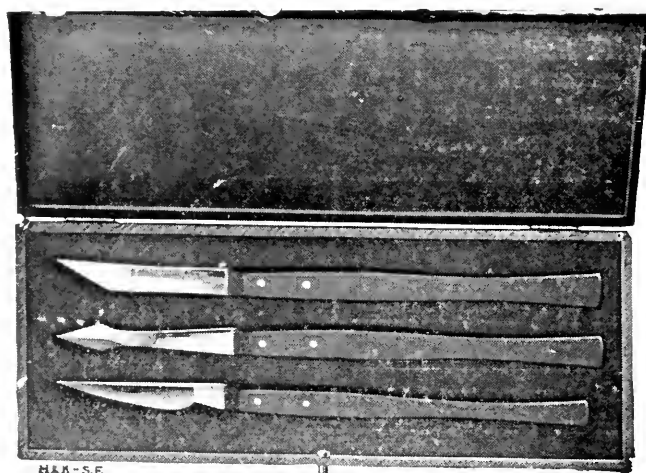
Century Retouching Desk

This is an exceedingly practical desk for studio use. It is always set up ready for immediate use. It takes negatives any size up to 14 x 17. The negatives are held by rubber-tipped springs in any desired position, vertical or horizontal, and can be instantly adjusted. It is very strongly constructed.

Made of fine three-ply veneered hardwood with varnish finish outside and stained black inside. Shipped "knocked down," easily and quickly set up.

Price \$5.50

Damascus Etching Set

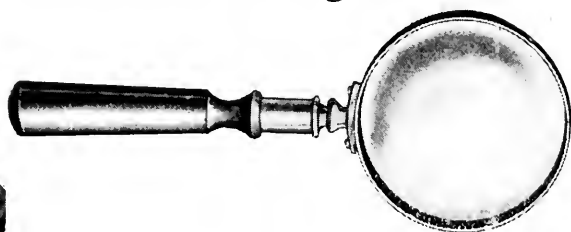


This set, which consists of three knives, is designed for every phase of etching from the finest hair lines to the broadest sketchy effects.

The knives are contained in a substantial cloth-lined case. They are made of the very finest steel, tempered to exactly the right degree of hardness, carefully ground and edged; they have ebonized wood handles.

Price \$2.25

Retouching Glasses



These lenses are double convex of white glass, and accurately ground to suitable foci for easy handling. They afford a very bright image of moderate magnification, just right for fine retouching. The lens is securely incased in a nickel rim and the handle is of deep ebonized wood.

2 inch lens	\$2.25
2½ inch lens	2.75
3 inch lens	3.25
3½ inch lens	3.75
4 inch lens	4.50
4½ inch lens	5.00

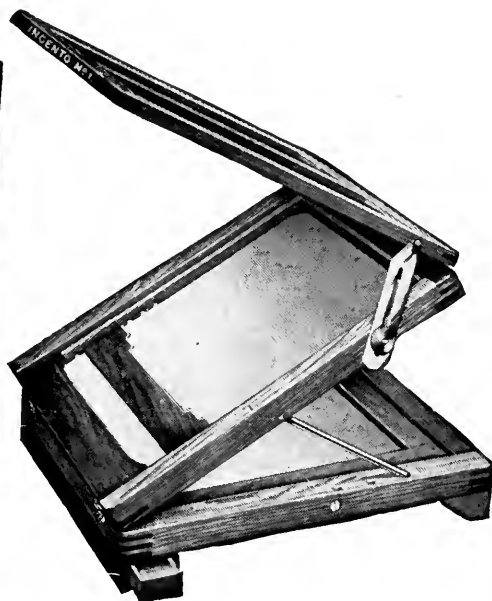
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DIXON RETOUCHING PENCILS.

None better at any price. Grades 2H, 3H, and H.B. Assorted, per box of 12 75c

-- --

R. O. C. Retouching Desk



A favorite type with the professional, as it is exceedingly simple to adjust and folds compactly when not in use. Equipped with reflecting mirror and drawer for holding pencils and etching knives.

R. O. Retouching Desk \$6.00

COMBINATION STYLES

TAPRELL, LOOMIS & CO., in their 1929-30 catalog list five so-called combination styles, that is, mountings to hold two or more portraits.

Hundreds of studios are now featuring them, not only as a holiday item, but all during the year.

The plan is this: Most studios make two or three negatives of the same subject. After the regular order from one or two negatives is sold, the best proofs from the other negatives are slipped into the style best adapted for the subject. This shows the proofs and the idea of combination prints to the best advantage. It is surprising how often additional orders are received from otherwise discarded negatives. The negatives are made—the only expense is for retouching.

The point not to be overlooked is that the average customer, after he leaves the studio, will not be back again for a year or so. Therefore, *make the most of the opportunity*—let your sale also include one or more combination styles. If you show them right you can sell them right. For instance, mother may come in for a picture of the baby. In addition to interesting her in different poses of the baby, why not also suggest making the family group. Your suggestion will oftentimes mean portraits of mother and father to complete the family group.

In short—when you have one of the family in the studio, make use of this opportunity to show and talk combination style portraits to them for the other members of this family.

If you are not now acquainted with the sales and profit styles, we suggest that you write to HIRSCH & KAYE for circular "C-1". This will be sent you free and will give complete details and prices on the various styles. A good time to start featuring combination styles is during the holiday season. They make splendid gift and exchange styles.

WE WILL USE JUDGMENT

Now is the time of all times when transportation of your orders with reference to speed and arrival in good condition is of utmost importance. Every day, a great number of shipments leave our shipping department, to be sent by express, freight or parcel post. Freight shipments seem to move as usual, and so do the express packages.

It is the parcel post packages we now have in mind. Probably no other agency of transportation is subjected to such an increase in volume of business as the Parcel Post Division of the Post Office Department. Additional, but inexperienced help is engaged but delays are inevitable. And breakage! We all recall with more or less sorrow, the condition in which packages arrived last year. And no wonder—with mail sacks piled mountain high.

The actual difference in cost of transportation between express and parcel post is frequently a matter of a very few cents. If you prefer parcel post shipment, be sure to specify such on your order. But if your order is wanted in a hurry, omit shipping instructions and we will use our judgment as to whether the order will be sent express or parcel post. You will understand that we have no interest in favoring one way or the other except that we want you to receive your orders promptly and in good condition.

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*Three smiles make one grin;
Three grins makes one laugh;
Three laughs make one happy.*

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(Continued from page 5)

The London and Rome gifts last week brought Mr. Eastman a distinguished visitor, Dr. Florestan Aguilar, dentist to the Spanish royal family and president of the International Dental Federation, who like the Italian Ambassador traveled to Mr. Eastman's home at Rochester. Dr. Aguilar's visit presages more Eastman dental clinics in Europe, the next one probably at Madrid.—*Times*.

When Retouching use A. W. Faber's



THE FINEST PENCIL MADE

17 degrees of hardness 6 degrees for positive 1 degree sepia
WRITE US YOUR NEEDS OR TELL OUR SALESMEN

BLAISDELL PENCILS

Here's a Pencil for Every Purpose!
Blaisdell Pencils will appeal to you.



Number	Price each
852 - Black Negative Marking	.15
855 - Black Photo Spotting	.15
1 - Lt. Brown Sepia Spotting	.15
2 - Dark Brown Sepia Spotting	.15



168 - Blue, Glass Marking	.15
169 - Red, Glass Marking	.15
156 - White	.15



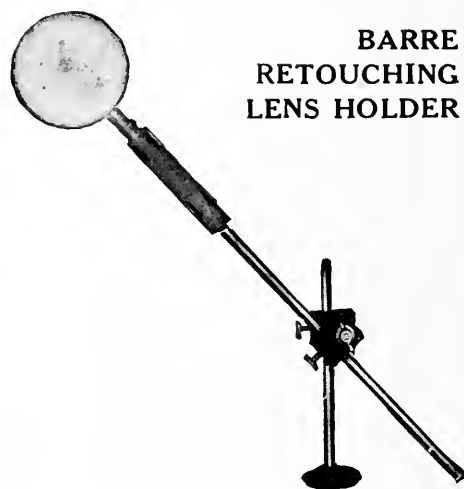
273 - Skin Marking, Black	.15
269 - Skin Marking, Red	.15
266 - Skin Marking, Brown	.15
856 - Sepia Spotting	.15

Please specify when you order.

Here's a suggestion for your school folders. We have an embossing die that reads "Class 1930", which is available when you want it. The use of this die will give "Atmosphere" to your folders and make them a little more personal.

We can also make to order, at comparatively small cost, any special designs you may have in mind. Specify "Class 1930" on your folders if you want this.

**BARRE
RETOUCHING
LENS HOLDER**



With the Barre' Retouching Lens Support, you can adjust the retouching glass readily and hold it firmly in any desired position.

It leaves both hands free and is, therefore, the most useful device of its kind on the market. All metal construction—strong and durable. You need it.

Price, \$3.00

For sale by HIRSCH & KAYE



White Pencils

Just the thing for writing on dark album leaves or mountings. For your use or for resale. Display fixture free with each order for 12 or more.

10¢ EACH

Special prices in quantity for resale



Things you should know---

Useful, Practical Ideas that Recently Appeared in *The Commercial Photographer*



To obtain black grounds: This often necessitates scraping or removing the gelatine from the negative, leaving only the object, and it takes a long time to do this. An easy way to get results is as follows: After the negative is made in the usual way and dried, take a sharp pen-knife and cut quickly around the edge of the image or object to be retained. Then immerse the negative in water for about 15 or 20 seconds—just enough to make the gelatine swell. Blot superfluous water from the surface of the negative with a blotter or cloth, then with the ball of the thumb gently roll the film from the cut line towards the edge of the plate. If your thumb doesn't catch the edge of the cut film the first time, try again with a trifle more pressure until the film starts to roll. This leaves the glass practically clean. Of course all you will be able to roll or remove at one time will be about the width of the thumb, so you will have to continue to go back and get another thumb hold until all is removed.

To make evenly lighted prints with straight illumination during printing when negative shows decided falling off in illumination towards corners and edges: Often negatives made with wide angle lenses show falling off at corners. Make very short exposure towards sky, using lens at same focus used in making the negative. From this sky negative make a thin positive. This positive will show heavier at corners and edges. Place positive underneath negative and a straight print from the two will be evenly lighted.

A familiar method photographers use in cleaning the backs of negatives is to wet them and wipe them off with a handkerchief in absence of a cloth. Not a very sanitary way. One printer uses a very simple method which proves effective. Take a piece of cloth—cotton flannel or something soft with rather a coarse weave. Fill it with pulverized pumice and tie it up in the form of a small bag. This will clean the ordinary negative without any water or wetting. In case the negative is very dirty it will only be necessary to blow the breath on negative and rub with pumice bag. This bag will last a long time.

If you have trouble keeping your etching knife sharp, try rubbing Putz Pomade on a razor strop.

HYPO—Hypo will absorb or lose water, according to the atmospheric condition in which it is stored. In damp climates, it may even become so moist as to dissolve and soak through the packing material. Therefore, store in a cool, dry place.

One word about your hypo solution. Don't let any of it splash on the floor of your dark room. If you do, when it dries into dust, it is easily kicked up and in many cases lands on your sensitized material, leaving spots wherever it touches.

We believe that in many cases, air bubbles are blamed for white spots in the print, when hypo dust is the real cause.



Perfect light for the exposure when and where you want it

THERE is no half-hearted flash from Agfa Blitzlicht. Always it gives ample soft light for the exposure.

Agfa Blitzlicht is a technical product of outstanding reputation—made by the world's largest manufacturer of chemicals and dyes. It is particularly suitable for the professional photographer, who is asked to illuminate and photograph difficult subjects of all types.

Furthermore, Agfa Blitzlicht is of the highest actinic light value, and the nearest approach to a noiseless, smokeless flashlight powder ever prepared—just a broad intense flash of soft light. It can be used repeatedly indoors without causing unpleasant effects.

At all times Agfa Blitzlicht is the safest to use—in fact, it has been used on many occasions when other flashlight has been prohibited.

Perfect light for exposure when and where you want it. That's what Agfa Blitzlicht means to the professional photographer.

Agfa Requisites for Flashlight Photography

Agfa Blitzlicht (Flashlight)	
5 grams2
10 grams4
25 grams9
50 grams	1.4
100 grams	2.1
Agfa Flashlamp	2.5
Stand and wire release	1.0
Agfa Flashlamp (Larger Professional Size)	15.0
Sparking Metal (3 in envelope) per envelope2



FREE "Hints on Flashlight Photography," an interesting 40-page manual on correct lighting and many other important subjects, will be sent free on request.



BLITZLICHT

AGFA ANSCO OF BINGHAMTON, NEW YORK

Our Salesmen Tell Us



Nate Farbman sent us a postal from Yokohama to tell of his arrival there. He is photographer for the Pacific cruise of the San Francisco Chamber of Commerce, on the S. S. Malolo.

-- --

E. F. Martin, of Eureka, was severely injured when his car turned over on the highway south of Scotia. Driving through the town of Myers, his car struck a rock on the road, causing it to swerve and upset. People who heard the crash came to his assistance and rushed him to a hospital.

This is doubly unfortunate because his wife had just recovered from a severe illness that kept her in a hospital for several weeks. We hope the "jinx" has been broken.

-- --

We embossed more mountings in October than any month to date. Looks like a very busy season, in spite of the stock market.

-- --

Hallowe'en brought a tragedy to Mr. Clay Cook, Salinas photographer, when his son William was killed. The boy was attending school in Hollister and with others was out for fun when the group of boys were accused of removing lanterns from a gas pipe line being laid. The boys ran and Billie was shot.

-- --

L. F. Griffith, aged 45, and for ten years the owner of the Lumiere Studio, Salt Lake City, died at a hospital, Oc-

tober 20, in that city after a brief illness. His reputation as a photographer was national.

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During the recent membership drive of the P. I. P. A., our Mr. Derby won the contest with 25 new memberships. The total membership signed up by our other salesmen, plus Mr. Derby's quota, would make a fair-sized organization in itself and we were glad to do our part to help your association.

-- --

Photo News, official organ of the East Bay Commercial Photographers Club, Oakland, is a truly photographic sheet. Photographically reproduced for an original copy, it contains many peppy personal paragraphs. Clyde Sunderland is editor. Tell you what we'll do, Clyde. You send us Number 2 and later issues and we'll send you a copy of *THE FOCUS* in exchange.

-- --

Daniel W. Bush, father of our Mr. Bush, died on November 12, at age of 64. He was a minister and at one time occupied the pulpits of the Baptist churches at Arcata and Burlingame. More recently, he returned from a period of service among the mountaineers of Kentucky, and it was while in this service that his health broke. His wife, three daughters and a son survive him.

Besides being a minister of the gospel who believed in a muscular Christianity, Mr. Bush had considerable experience as a photographer.



SURESTICK

A White Liquid Photographic Glue

Never Cracks Loose, no odor, always ready does not draw, discolor or harm your prints, will not get stiff when exposed to air.

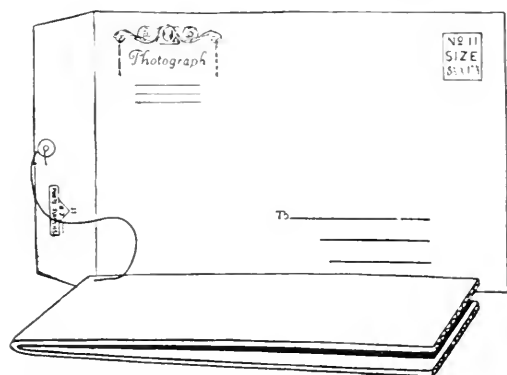
HIGH GRADE ADHESIVE—*goes further, only small amount required*

Vacuum Dispensers, which may be refilled—Half-pint, 55c; Pints, 90c
Plain jars—Half-pint, \$50c; Pint, 85c; Quarts, \$1.50; Gallon, \$5.00

SMITH CHEMICAL CO. - - - - - DEFIANCE, OHIO

Sold by

HIRSCH & KAYE



The New INGENTO Photo Mailer

has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

*Made in the Following
Popular Sizes*

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made 8½ x 11½ inches. It will accommodate photographs 8 x 10 or 7 x 11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board: it is ideal for large prints, folders, enlargements and drawings.

	SIZE
No. 2	5½ x 7¾
No. 3	6¾ x 8¾
No. 4	7½ x 9½
*No. 5	8¾ x 10½
*No. 6	10¼ x 12¾
*No. 7	12¼ x 14½
*No. 8	10½ x 15
No. 9	6¼ x 9¼
*No. 10	7½ x 11¾
*No. 11	8½ x 11½
*No. 12	13 x 17½
No. 14	16 x 20¼

Packed in cartons containing fifty

Manufactured by **BURKE & JAMES, Inc., Chicago, Illinois**

Carried in Stock by **HIRSCH & KAYE**

SIZES for any need! **PRICES** none can meet! **Prompt Shipments!**

FIRE PREVENTION HINT

An eastern photographer accidentally started a fire in his studio when a bottle containing benzine and paraffine was knocked from a work bench and fell on a lighted burner. Although considerable rubbish and loose paper were on the floor and were immediately ignited, prompt work of the fire department saved the studio. After the fire was out, the firemen made a survey of his workroom and ordered him to clean up the place. What would the firemen say if they saw your workrooms?

HOW TO STOP THAT CHATTER

Sometimes the door of the auxiliary on a Cooper Hewitt lighting outfit will become bent or worn and will chatter when the lamp is in use. An easy way to overcome this is to line the door with a thin strip of asbestos such as you can obtain from a hardware or electrical goods store. The material need not be more than 1/16 of an inch thick and 1/4 of an inch wide, and will be found both safe and satisfactory.

LOOKING FOR A TONE THAT IS DIFFERENT

In this age of color, with papers available in the popular shades, many additional combinations are both possible and permissible. For pictures of distinction they are desirable. Try this, for instance. Tone a print made on Monokrom Rose Silk, with your favorite Sepia toners.—Either hypro-alum, or a more convenient toner, like Browntone. The result is a pleasing but striking copper tone that will make your pictures individual. They permit an extra charge that will be a desirable extra profit.

Try a package of Monokrom Rose Silk, or Monokrom Rose Rough Luster, and a bottle of Browntone. We have both.

IS YOUR FIXING BATH AN ASSET OR AN EXPENSE?

It is generally known that the silver that accumulates in your fixing bath has a market value that often exceeds the original cost of your solution. There are several ways to recover the silver and the one we suggest is the use of "Albo" precipitant, the use of which is quite simple.

Read the "Albo" advertisement on page 21 use it, and write to Wildberg Bros., 742 Market Street, San Francisco for shipping directions and labels.

GOLDEN ISO ZENITH PLATES

The above Ilford Plates are the most rapid thus far produced commercially, and the manufacturers' claims regarding its speed of 1,400 H & D appear to be fully confirmed, as well as their claims for great gradation, latitude and considerable color-sensitiveness.

Exposures made early in the evening at 1/15 second at F.8 gave fully exposed negatives, even on subjects with heavy foreground.

The resulting negatives are bright, with a long scale of gradation and the orthochromatic qualities excellent. This new plate places increased power in the hands of the photographer. At present we have in stock 4 x 5 and 5 x 7. Other sizes will be carried as the demand justifies.

4 x 5—per dozen	\$1.60
5 x 7—per dozen	2.60

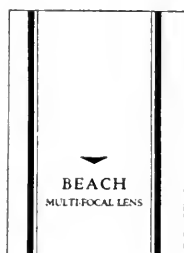
PUTZ-POMADE

An unexcelled reducer, applied with a cloth or a tuft of cotton. Skilled negative workers will not be without it

Per tin, 25 cents



Perspective
As the Eye Sees
with the
BEACH
MULTI-FOCAL
LENS
SERIES A



Give the Beach Multi-Focal Lens a trial. Use it for fully 30 days to thoroughly familiarize yourself with it. Mr. Beach will criticize prints made with this lens with the idea of offering suggestions that will enable the user to obtain that which is desired.

TAKE a tip from the portrait painter. His canvasses have a stereoscopic effect, with life-like resemblance. Put that into your photographs with the Beach Multi-Focal Lens, Series A. It records the subject with perspective and proportion as seen by the eye.

Here is a lens built for the artist photographer who wants to give his clients photographs equal to the work of a master.

WOLLENSAK OPTICAL CO.

872 HUDSON AVENUE, ROCHESTER, N. Y.

DO YOU WANT A SCHOOL OF LIGHTING IN SAN FRANCISCO?

Most of you will remember the informal school of lighting conducted by Mr. Beattie in our building in August of last year. It was well attended and the instruction was rather personal and directed according to your personal needs.

There is a revived interest in a similar school and we wonder how many FOCUS readers would attend such a session or series of several lectures. We can't ask you to raise your hands for a count, but if you would be interested in a class, sometime after the Christmas rush is over, say in January or February, let us know. If enough people indicate their interest, we feel sure Mr. Beattie will co-operate with us. What do you say?

--:-- --:--

Do it now—the only fellow who can make money by letting things slide is a trombone player.

--:-- --:--

Unless a man honestly tries to improve himself and his work each day he does not know what real happiness is.

--:-- --:--

Despise not the discoveries of the wise, but acquaint thyself with their proverbs, for of them thou shalt learn instruction.—*Apocrypha.*

--:-- --:--

I will chide no brother in the world but myself, against whom I know most faults.—*Shakespeare.*

ELECTRIC HEATERS FOR THREE-GALLON TANKS

Readers who desire electric immersion heaters for their small tanks are directed to the Wesix Company, 390 First Street, San Francisco. This firm, well known for its success with heating problems, has designed an electric heater that will raise the temperature of a 3 gallon tank 20 degrees in 20 minutes. Submit your heating problem to them and mention Hirsch & Kaye when you write.

--:-- --:--

"ROUGH LUSTER" GRADE OUT

Changes are being made in lists of Artura Iris and Velour Black by which the "Rough Luster" grade designations are eliminated. These will hereafter be listed as follows:

Iris J—White Plat Luster.

Iris K—Buff Plat Luster.

and in Velour Black.

White Platinum Luster

Buff Platinum Luster.

The above is more properly descriptive of the surface furnished—a delicate grain with a soft surface sheen. The stock used is the same for both papers, thereby permitting a matching of contact and projection prints from the same negative.

"How Long Do Photographs Tell The Story?"

Just as long as they are in good condition. What keeps them alive? These are questions which confront the photographer today. In the past there has been some negligence with regard to the condition in which photographs were given out to customers. Some photographers did not use any sort of mounting medium whatever; others, *just any kind*. Consequently, the prints dropped from the cards, became soiled, twisted or broken and were finally thrown away. Not only does the public lose by this lack of proper mounting, but the photographer also loses the advertising value of his name embossed on the front of the card.

Today, we have a glue which was built especially for photographic and art uses. *SURESTICK*, that white, odorless, liquid glue, is easy and quick to use; will not crack loose, nor draw, discolor or harm your prints or cards. Get the most out of your mounting by using this superior mountant—*SURESTICK*. See page 16.

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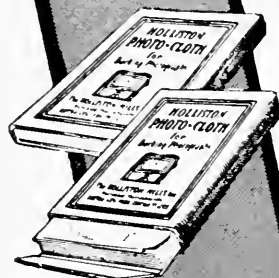
If for any reason you are unable to make
your own miniatures we will make them for
you from your negatives.

Rae Britton

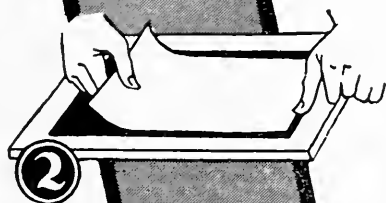
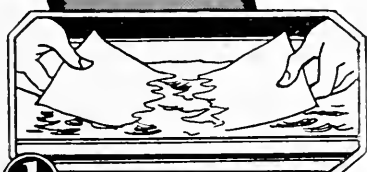
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Probus Print Lustre



This Probus product adds brilliancy and depth to the shadows, and gives a lustrous finish to all grades of developing papers, or Bromide prints. It helps detail wonderfully and is especially effective on sepia toned or redeveloped prints. Invaluable for clean-

ing soiled photographs or renovating old prints for copying. Unequalled as a negative varnish and retouching medium. Once used, Probus Print Lustre will be found indispensable.

Half pint tin, 65¢

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No. 234	"	5½ x 11¼	"	"	"	2.00
No. 240	"	6½ x 13¼	"	"	"	2.50
No. 246	"	7½ x 15¼	"	"	"	3.30
No. 162	"	13¼ x 17½	"	"	"	5.20
No. 160	"	12 x 18	"	"	"	5.00
No. 157	"	12¼ x 16¼	"	"	"	4.80
No. 154	"	12½ x 14½	"	"	"	4.50

8x10 B. & L. BORDER TINTING PROJECTION PRINTER.

Looks like new. Used only as a demonstration.

Bargain Price - - \$260.00

Terms if desired.

One 5x7 BORDER TINTING PROJECTION PRINTER.

Shopworn, but otherwise excellent. Bargain Price \$125.00

BEATTIE MAXIMA LAMPS.

Bargain Price - \$125.00

Peerless **BELT DRYER**, gas heated. Very compact and slightly smaller than a Pako.

Bargain Price - \$45.00

Three-inch square **K 2 WRATTEN FILTER** in adjustable holder.

Bargain Price - - \$3.75

A-1 WOLD AIR BRUSH.

Bargain Price - \$18.00

WOLD FOOT PUMP and AIR GUAGE.

Bargain Price - - \$9.75

PAKO gas heated BELT DRYER

Bargain Price - \$85.00

If interested in **outdated paper**, send your list of what you can use and we will reply with a list of what is available. Bargain Prices. Act on this at once.

No. 923-13 Victor FLASH CABINET,

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Has illuminating surface 40x70 inches. First used Cabinets we have been able to offer in a long time. Time if wanted. Bargain Price - \$49.50

Horizontal folders and easels in 5x7, 6x8, 6x10, 8x10; also, several bargains in 3x4 and 3x4½ folders and easels. At a small fraction of usual prices.

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No. 3 - \$4.25

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with 400 watt blue globe.
Bargain Price - **\$29.50**

SEATTLE SPECIALTY PRINTER 5x7 with numbering device.
Hand operated.
Bargain Price - **\$27.50**

12-5x7 No. 4 DEVELOPING HANGERS, for plates or film.
The lot for - - **\$3.50**

5x7 ELWOOD STUDIO ENLARGER. No lens furnished, but you can use lens on your camera.
Bargain Price - - **\$23.50**

EASTMAN STUDIO SCALE
with weights.
Bargain Price - - **\$2.00**

NORTHERN LIGHT, complete with stand. An automatic feed twin arc light for portable use. Requires no special wiring.
Bargain Price - - **\$30.00**

43 PAKO CLIPS for - **\$3.00**

Beattie STUDIO BRITE LITE.
The latest type of reflector.
Bargain Price - - **\$22.50**

3 No. 3 HARD RUBBER FIXING BOXES for 5x7 and 8x10.
Bargain Price - - **\$3.25**

PAKO B PRINTER with cabinet.
In excellent condition.
Bargain Price - - **\$80.00**

11x14 CENTURY STUDIO OUTFIT, latest model. Complete with stand and backs.
Bargain Price - - **\$125.00**

8x10 STUDIO CAMERA with 5x7 back built on. In present condition, it is intended only for 5x7 size.
Bargain Price - - **\$20.00**

8x10 CENTURY VIEW CAMERA without case or holder
Excellent enlarging camera (especially when used with the next items.)
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will cover 8x10 plate to corners, accurate and fast.
Bargain price - **\$22.50**

BRENKERT MAZDA SPOTLIGHT with 400 watt lamp. Has a heavy, substantial base, and can not be upset.
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PERKINS AUTOMATIC ARC LAMP
Bargain price - **\$55.00**

CENTURY HEADSCREEN, on 6 foot pole.
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PORTRAIT FILM OR PLATE WASHING TANK
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NO. 3 HALLDORSON FLASH BAG. This is the bag with the surefire electric spark igniter.
Bargain price - **\$27.50**

12 inch RISE PRINT STRAIGHTENER with A C motor. What every photographer needs.
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No. 4 STUDIO OUTFIT complete with stand, camera, 6 x8 and 5x7 backs.
Bargain price - **\$85.00**

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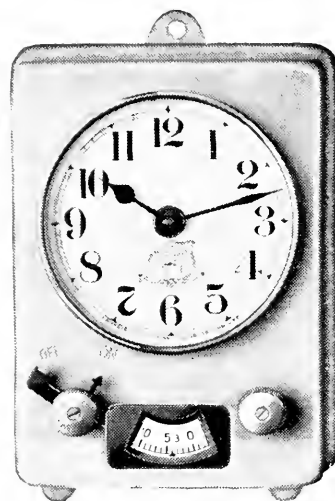
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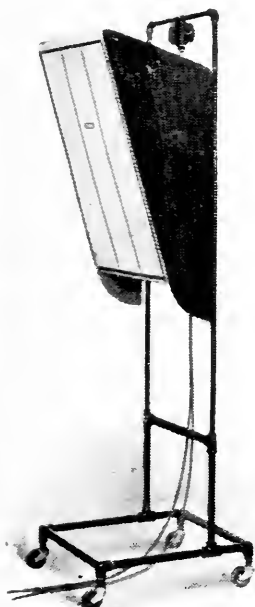


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THE HALLDORSON Electric Studio Lamp Junior is supreme in beauty, ease of operation, and picture quality. Regardless of what other lights you may have, if you want to improve the quality of your general run of studio work at the same time make your operating easier, you can do so with this outfit in a way that will surprise you. It is really a reduced edition of our four unit Electric Studio Lamp. But instead of using four 1,500-watt Mazdas it uses two 1,500-watt globes, and instead of having a single lead cable, requiring special wiring, it has two lead cables so that it may be plugged into two regular outlets. Thus if these outlets are on two circuits, the light will not overload the ordinary wiring found in ordinary room or studio.

The globes are arranged one above the other and each is equipped with an individual satin finish aluminum reflector. Perfect diffusion is had by means of tracing cloth curtain which may be rolled up when desired.

In volume of light it is ample for all regular studio work except groups of over four people and perhaps for children where pin-shutter results are desired. It is especially suited for a small studio where the owner desires to avoid bringing in special wiring.

Specifications: Balanced up-and-down movement; height 7 feet, extended 8 feet; large rubber tired casters; tracing-cloth front curtain, size 24 x 36 inches; uses two 1,500 watts or 1,000-watt Mazdas, each globe is separately switched; and it has two cable leads.

Prices without globes \$98.00

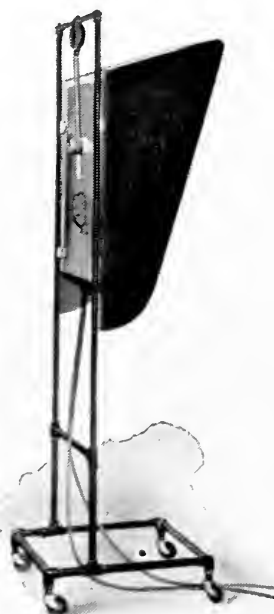
1,500-watt photo blue globes, each 7.75

Let

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put one of these lights in your studio.

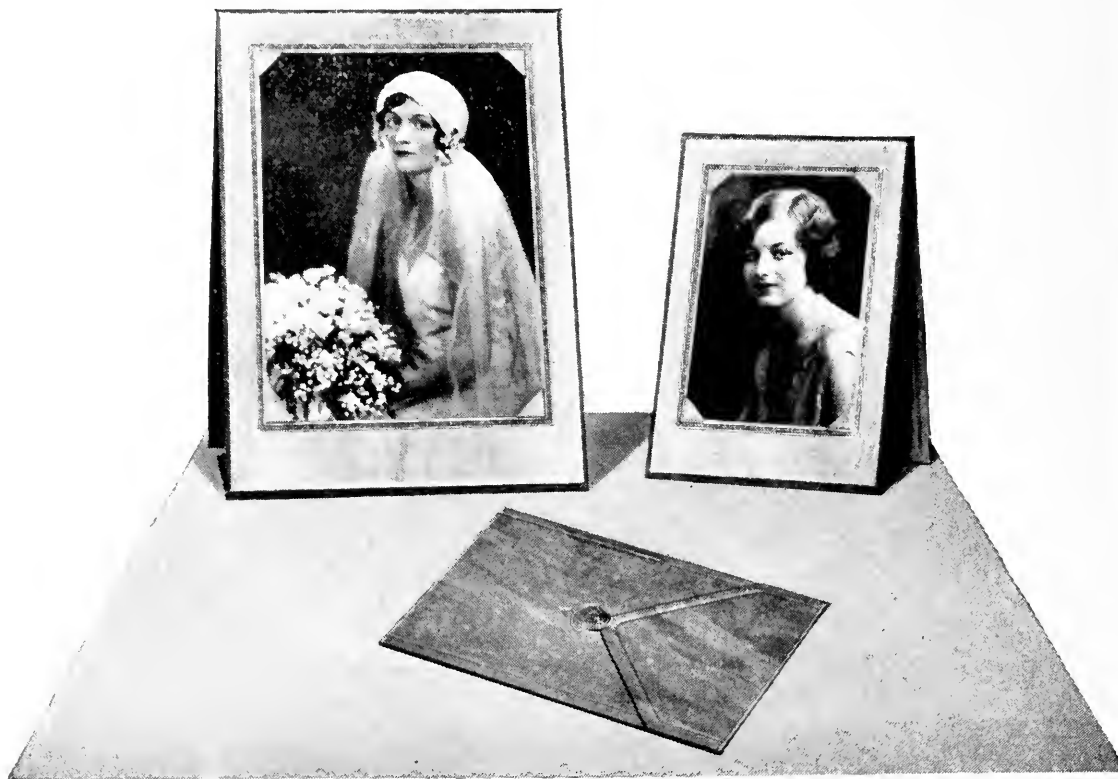
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Lave Stone stocks in blendings of marble and metal tones. Design finished by our Neotone process of tinting. Insert has *downy* deckled edges.

SIZES	4 x 6	5 x 7	5 x 8	6 x 8	8 x 10
PRICES	\$10.00	\$12.50	\$14.50	\$16.50	\$18.50 per 100

One look at a sample and you will agree that in the WOODLAWN we have given you your leader for popular priced work delivered in corner style easels.

Samples of both colors for 15c and we will include a sample of the LA CROSSE, the companion style for horizontal prints.

SAMPLE OFFER F-92

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

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The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

I thought Id like to try my luck at writing storys so I asked the editor about how to get started.

-- --

He said—a good story should be short, and should have a little bit of scandal and a surprise. Should also have a little bit about religion.

-- --

I thought a while. Then I wrote this:

-- --

My gawd, says the queen, get your hand off of my knee!

-- --

If you got any ideas about writing storys let me have them. Maybe Ill write storys for you.

-- --

Did I tell you the joke on my dad?

-- --

Gee, but he was sore.

-- --

My ma made a cake and put it in the oven. Her new stove has one of those do hickeyes on the side what makes the stove just so hot. Then you leave the stuff inside for just so long, and its done.

-- --

That's where pa came in, because ma used his alarm clock and set it to go off at 4.

-- --

That night pa wound up the clock like usual and didn't look at the alarm, till 4 a. m. when it went off.

Poor pa—he was half asleep when he got up and went to answer the phone.

-- --

Ma thought the house was on fire and I was dreaming that burglars was getting into the H. & K Bldg. and the alarm went off.

-- --

Everybody thought it was a good joke but pa who said ma had no right to use his clock. But ma says if youd get me one of those timer clocks like they showed in Jerry's paper the Focus, I wouldn't have to use your clock. Besides says ma, I could use it when I boil eggs, make a pudding, take a nap in the afternoon, run the washing machine and lots a ways.

-- --

Tell you what Ill do says pa—Ill get you one for a Christmas present if youll promise not to touch my alarm clock. Your on says ma, and Ill bake you cakes and things like you never had before.

-- --

Now look on page 24 and see what ma's going to get for a present. Why don't you get one?

-- --

You can use it for the deep tanks, printing, washing and lots of ways.

-- --

Your to pass the time away.

JERRY.

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CHAIN STORE MEN TALK TURKEY

"If we chain store men can initiate a movement to do away with the pernicious system of specials, or lossleaders, we shall set a new standard of practice as far-reaching as the adoption of the one-price standard, which once was considered an idealist's dream." W. T. Grant thus minced no words before the National Chain Store Association in Chicago.

"By profitless selling, which fools nobody but merchants who practice it, we are dissipating between three and five billions of good business annually.

"At one time our company offered sensational values at store openings. Police were needed to handle crowds. It was a blatant attempt to fool the public—in other words, just plain faking. Our actual experience since has been that greatest sales records have been made with fewest loss-leaders. Any fool can give goods away. To make weak store managers, let them depend on specials."

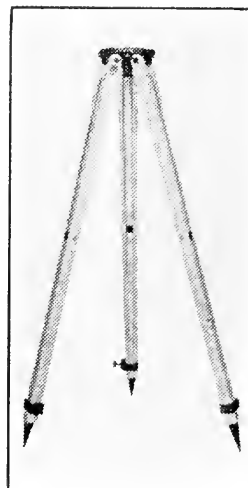
Mr. Dooley says, "Whiniver annybody offers to give ye somethin f'r nawthin or somethin f'r less than it's worth, or more f'r something than it's worth, don't take anny chances; yell for a polisman."

During the forty-four years Hirsch & Kaye have been in business, we have avoided "specials". Sound business judgment tells us that every transaction should bear its portion of selling cost and a loss incurred in one sale, must be offset by an increased profit on another.

It certainly is unfair to the public to expect to continue in business only by the profits realized on a portion of the stock sold. That profit must necessarily be higher than need be. When you order from Hirsch & Kaye, you can rest assured that you are not paying for a loss incurred in the sale of a "special" to some one else.

Therefore, the comment by Mr. Grant, an authoirty on modern business, is interesting.

Mitchell Profes- sional Tripod . . .



This tripod was designed to meet the requirements of the Motion Picture Studios, and therefore lends itself to all the uses called for by Commercial Photographers, where rigidity, sturdiness, convenience and compactness are desired.

The leg sections are made of selected Hard Maple, and impregnated with a special penetrating oil, to prevent shrinking or swelling when exposed to the weather.

The top, and shoes, are cast aluminum. The clamps and guides are cast brass. The attaching screw is a 1/4-in 20 thread regulation standard size, and made of steel, to deliver the longest service possible.

The points are made of steel, and hardened, and are interchangeable, in the event of breakage or wear.

The lower, or inside leg section, is reversible, and is provided with a rubber tip, which permits the tripod being set up on finished floors, or rugs, without injury to the same.

Length collapsed, 41 inches. Fully extended, 74 inches.

\$25.00

--:--

ERROR IN FRAME CATALOG

When the frame catalog was printed, an error was made in the price of style No. 111, upper left hand corner. The price shown is \$1.40, but should be \$1.80. Please correct this on your copy.

At that, the price is still attractive, when you recall our generous discount.

EXPRESSION...

. . . is the dress of Thought. It is the language of the mind spoken by a look instead of by the lips. No matter what the mold of the face may tell . . . the happy disposition, the strong will, the courageous heart, the inspired soul . . . the expressions of gayety, determination, bravery and inspiration pass in review at the bidding of thought . . . and there is no mistaking the silent rhetoric of each look. If you have the ability to discern when the soul of the subject is reflected in the face at its best . . .



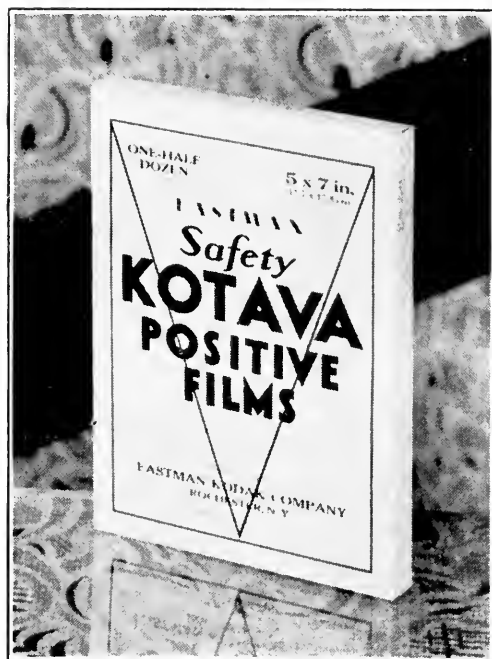
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Will make it a permanent record for posterity. The reputation of Artura Iris for reliability and perfection is your assurance of satisfaction.

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DEFENDER PHOTO SUPPLY COMPANY INC.
ROCHESTER, N. Y.

The De Luxe Gift Portrait



You sell fine portraits during the Christmas season, but there is the opportunity, often overlooked, to sell one or two special gift portraits with many of your orders.

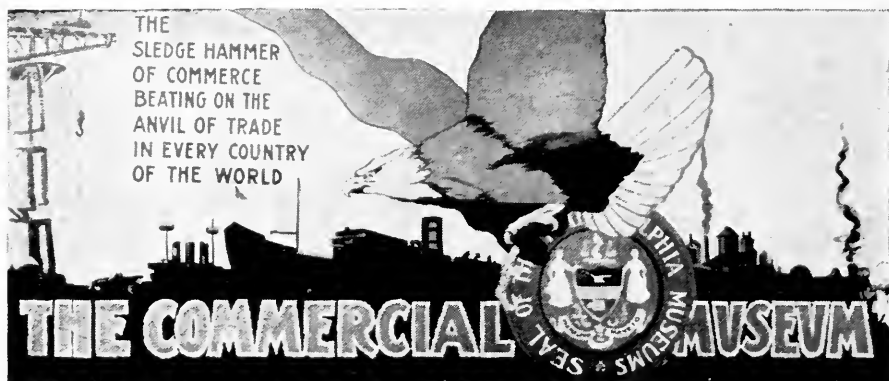
Kotava Positive Film offers the means of making these finer gift portraits, at a better price and with a handsome extra profit.

Your customers will appreciate Kotava's finer quality, its heavy, ivory-like support and its rich warm tone. It is also unsurpassed for coloring. Include an ample variety of Kotava Positives in your Christmas sales samples. Your dealer can supply you.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



Non-color-sensitive Film



Eastman Panchromatic Film

Do you photograph billboards? This one is interesting. The background is light yellow, the large letters at the bottom, the crane at the left and the eagle's wings and body are blue, and red, gold and various colors are used in the seal. The result with non-color-sensitive film is unsatisfactory. Eastman Portrait Panchromatic Film and a K₃ Filter have produced a correct result—the contrasts are what the eye sees and the customer is satisfied. When you are at all in doubt about the correctness of color rendering use Eastman Panchromatic Film and a K₃ Filter. The results are always better.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

THE FOCUS

Published Monthly in the Interests of Professional Photography

Vol. V

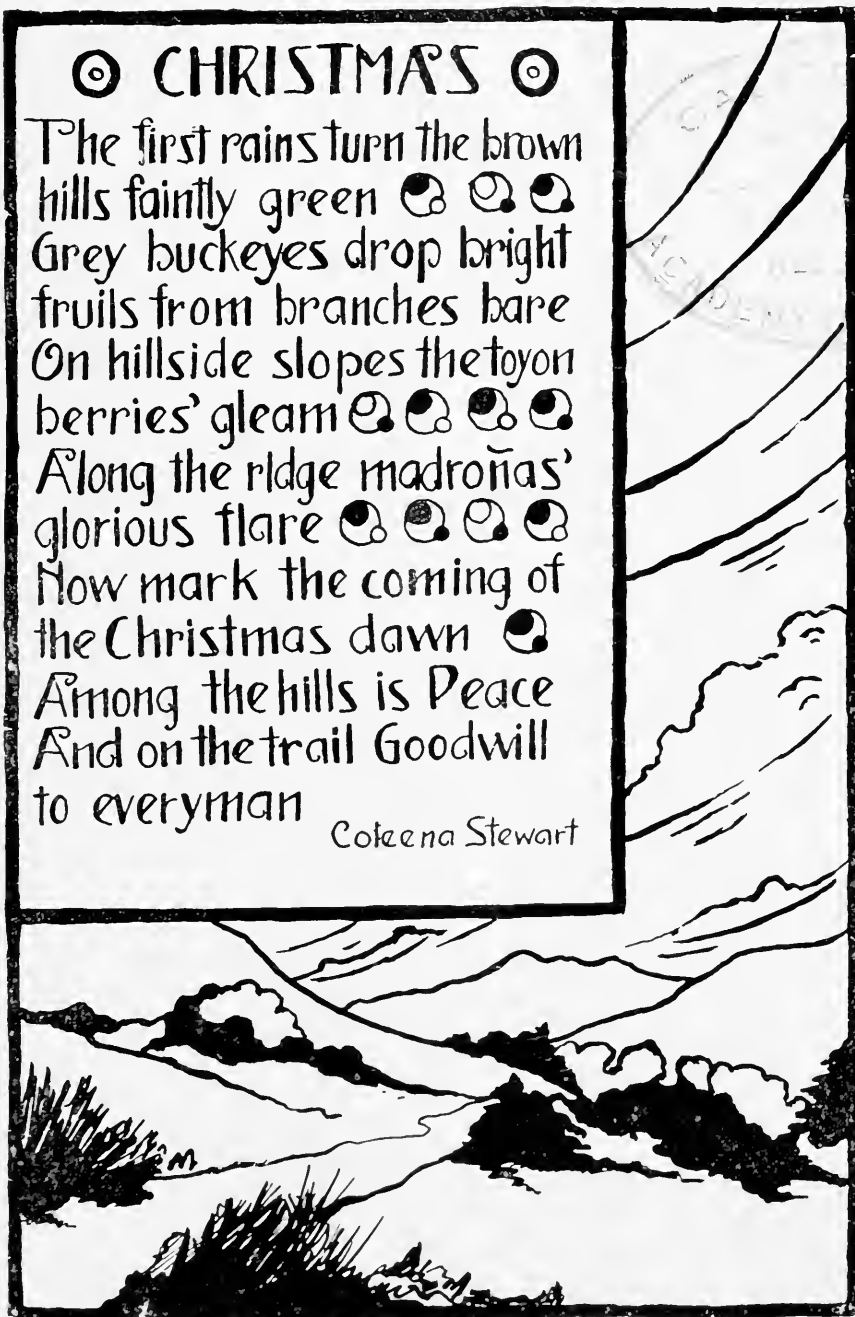
DECEMBER, 1929

No. 12

◎ CHRISTMAS ◎

The first rains turn the brown
hills faintly green ○ ○ ○
Grey buckeyes drop bright
fruits from branches bare
On hillside slopes the toyon
berries' gleam ○ ○ ○ ○
Along the ridge madroñas'
glorious flare ○ ○ ○ ○
Now mark the coming of
the Christmas dawn ○
Among the hills is Peace
And on the trail Goodwill
to everyman

Coleena Stewart



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A new contact
and enlarging
paper of rich
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A NEW paper which is a revelation in warmth.

A slow enlarging medium just right for the fast projection equipment now used in so many studios, yet suitable also for contact printing by screening down the lights.

Rich in quality, long in scale, wide in latitude, and beautiful in its distinctly professional tones, Indiatone is a paper meeting a definite need.

Supplied in Cyltex surface—White and Buff—at Enlarging Cyko prices. You will like it.



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THE FOCUS

Published Monthly in the Interests of Professional Photography

by HIRSCH & KAYE, 239 Grant Avenue, San Francisco

Vol. V

DECEMBER, 1929

No. 12

: IN THE PROFESSION :



*"Grandfather
was a cousin to
Abraham
Lincoln"*

When J. H. Waples, a jeweler of Shelton, Nebraska, died in 1911, his family sold the store and moved away. Fortunately for his daughter, Blanche Waples, she was able to resume her schooling at Gibbon, Nebraska, where she went to college with the idea of becoming a teacher.

Meanwhile, she had been amusing herself and friends with pictures made with a 4x5 camera, and while waiting for her appointment as a teacher, she took her camera more seriously and for almost a year, worked in a photo studio. A knowledge of retouching was added to a knowledge of the use of a camera and at the start of the World War, she opened her first studio at Yuma, Colorado. The studio was a success and 10 years later, yielding to a tempting offer, she sold it. She has been sorry ever since, but we believe her present location will cause her to feel differently about it.

During the summer of this year, she opened another studio in Ukiah, California (on the Redwood Highway) where she, her mother and niece now live.

She is a bachelor girl, interested in music, books, and as she expressed it, making other people look beautiful. We will venture three predictions about her. She will succeed in her present location, someday she will specialize in children's

pictures and her niece will have a studio of her own.

Oh, yes—we almost forgot to mention that her grandfather Temple was a cousin to Abraham Lincoln, and she also, was born in Illinois, at Gibson City not so many years ago. But now, she is as much a Californian as any native daughter.



The close of another year brings THE FOCUS into the sixth year of its existence. In size, circulation and prestige, THE FOCUS has grown and, thanks to the interest displayed by its readers, helpful suggestions and actual co-operation, the editorship of this publication is indeed a pleasure.

The thought of our readers reminds me of the growing number of friends, whose patronage during the year kept our organization fruitfully and frequently energetically employed. Hard as we have worked to please you, we will make still greater efforts, and you can be assured that our efforts in this direction will be most sincere.

The firm of Hirsch & Kaye, management and employees, through THE FOCUS express their appreciation of your support and send this message, with the wish that all good things may come to you in 1930.

EDITOR.



Every man is enthusiastic at times. One man has enthusiasm for thirty minutes—another man has it for thirty days, but it is the man who has it for thirty years who makes a success in life.—Edward B. Butler, President Butler Brothers, Chicago.

"SUCCESSSES PILE UP"

Picturing with Special Brands for Special Work, with emulsions made and tested in Hammer laboratories, is bringing to the studio better results and more money with less labor.

Make negatives that not only have detail but have a roundness of tone values in the highlights and in the shadows, necessary for the better print.



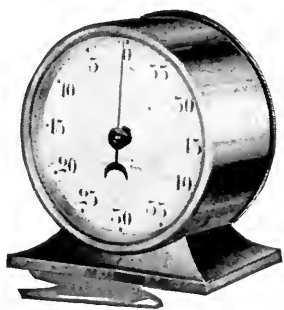
Write for portfolio of prints

HAMMER DRY PLATE CO.

Ohio Ave. & Miami St.
St. Louis

159 West 22nd St.
New York City

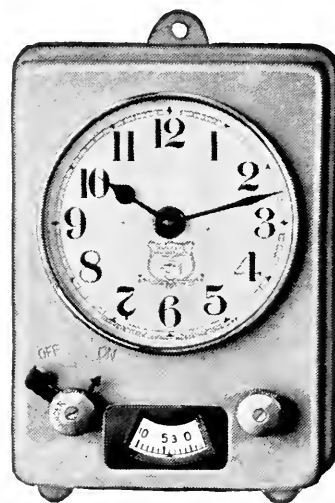
New Kodak Timer



For exact timing of your film developing, fixing and washing operations, this accurate little monitor will be found indispensable. It can be set for any number of minutes from 1 to 55, and at the end of that time the bell rings its warning. The improved type has a broad base and is not liable to be upset in the darkroom.

PRICE \$5.00

HIRSCH & KAYE



The Hawkeye Reminder

A turn of the knob sets dial for the exact number of minutes you want prints or negatives to wash. Save your time and energy. A good, dependable clock.

Price \$7.50

BUSINESS DEMANDS COLD FACTS—PLAIN FIGURES

Pity the Price Cutter!!! Yes, he needs sympathy.

In price cutting the dice are always loaded and the price cutter is almost invariably bound to lose. He has Old Man Mathematics working against him, and that boy does some pretty weird things when he gets a-going. Did you ever know, for instance, that 100 minus 5 sometimes equals 80? If you are in any way troubled with cut prices, or even if you merely like to juggle figures to see what strange things they can do, you'll want to read this story carefully. It is based on an interesting article we recently read.

The writer used an arbitrary set of figures to prove his point. The case of a merchant who bought \$1,000.00 worth of goods and sold them at 33 1/3 per cent profit. Later on he got a bright idea that he could do more business if he cut his prices 5 per cent. "Then," says he to himself, "I will merely reduce the amount of my profit by 5 per cent, and the increased volume will more than make up for that." So he lowered his price, advertised "Amazing Bargains," and waited for the profits to roll in. When they didn't he sat down to figure things out. And he found that, while he had clipped 5 per cent off his former price, he had cut 20 per cent of his former profit! Here's how:

TRANSACTION No. 1

Investment	\$1,000.00
Selling Price	1,333.00
Profit	333.00

TRANSACTION No. 2

Investment	\$1,000.00
Selling Price (5% difference) ..	1,266.35
Profit (20% difference)	266.35

If you cut a price, never think you are cutting your profits the same percentage. By a freak of arithmetic you are losing a much greater percentage of your profits. If our price cutter had decided to get even greater volume (!) by lowering his prices 10 per cent, his 10 per cent loss in selling price would

have brought him a 40 per cent loss in profits. Not so good!

Here is a much simpler example of how unevenly a price cut affects selling price and profit respectively. A man buys at \$8.00 sells at \$12.00, making a profit of \$4.00. Later he reduces his selling price to \$11.00. Now, he cuts his selling price by a mere one-twelfth; but he cuts his profits by one-fourth.

\$1.00 loss

\$12.00 former selling price.

equals 8 1/3 per cent loss on s. p.

\$1.00 loss

\$4.00 former profit equals 25 per cent loss in profits.

And since he bases his business, not on selling price, but on profits, he realizes that what seemed to be a mere 8 1/3 per cent loss really is 25 per cent gone up the flue. "Ah," says the price cutter, "By making prices more attractive I can corral enough additional business to more than make up for the loss in profits." "All right," says sly Old Man Mathematics, "Now, what figure are you going to base your additional turnover on? Are you going to try for 8 1/3 per cent more business (to make up for the profit reduction)?" Neither. To make up for the profit loss you must do 33 1/3 per cent more business. Figure it out for yourself! Former profit per sale, \$4.00, present profit per sale, \$3.00; 4 is 1/3 more than 3. Therefore: To make up for the profit cut you must sell 1/3 more goods, or 33 1/3 per cent volume increase.

If the merchant in this case had been foolish enough to cut his price \$2.00 instead of \$1.00, his selling price cut would be doubled; his profit cut would be doubled. But the volume of business he must do to make up for the loss would be more than doubled. It would not be 66 2/3 (2 x 33 1/3 per cent) but 100 per cent. And then he wouldn't be any farther than if he hadn't cut at all!

The deeper a merchant goes into price cutting, the greater his proportionate
(Continued on page 7)



The New INGENTO Photo Mailer

Has the only double seal feature of string fastener and gummed flap, making it possible to mail photos to foreign countries or send them by first-class mail when privacy or additional safety is desired.

The INGENTO is easily superior to any other photo mailer on the market. There is no chance of breaking photographs, drawings, sketches or any other valuable matter when this mailer is used, as they are perfectly preserved by the double corrugated board which covers the photograph or drawing both front and back. The capacity of this mailer is greater than others and it is more quickly sealed. The various sizes we manufacture are made to take all the popular up-to-date mounts in use by the leading studios throughout the country.

The new No. 11 Ingento Photo Mailer is now made $8\frac{1}{2} \times 11\frac{1}{2}$ inches. It will accommodate photographs 8×10 or 7×11 inches in size.

The No. 14 Mailer is made extra strong with super-strength corrugated board; it is ideal for large prints, folders, enlargements and drawings.

MANUFACTURED BY
BURKE & JAMES, Inc., Chicago, Ill.

Carried in Stock by HIRSCH & KAYE

SIZES for any need PRICES none can meet!

Prompt Shipments

MADE IN THE FOLLOWING
POPULAR SIZES

No. 2	$5\frac{1}{2} \times 7\frac{3}{8}$
No. 3	$6\frac{3}{4} \times 8\frac{1}{4}$
No. 4	$7\frac{1}{2} \times 9\frac{1}{2}$
*No. 5	$8\frac{3}{4} \times 10\frac{1}{2}$
*No. 6	$10\frac{1}{4} \times 12\frac{3}{8}$
*No. 7	$12\frac{1}{4} \times 14\frac{1}{2}$
*No. 8	$10\frac{1}{2} \times 15$
No. 9	$6\frac{1}{4} \times 9\frac{1}{4}$
*No. 10	$7\frac{1}{2} \times 11\frac{3}{8}$
*No. 11	$8\frac{1}{2} \times 11\frac{1}{2}$
*No. 12	$13 \times 17\frac{1}{2}$
No. 14	$16 \times 20\frac{1}{4}$

Packed in cartons containing 50

Stop Waste. Save Time, Money, Solutions. For best results install a STERLING DEVELOPING TANK OUTFIT

AMATEUR FINISHING OUT-
FIT For Roll Film and Circuit Work.

Made of the
**FINEST
PORCELAIN
ENAMEL**
THE BEST BY
TEST

ALL WATER-
JACKETED OUT-
FITS have washing
space with circulating
water around both
inner tanks for temp-
erature regulation.

COMPLETE
COMPACT
ECONOMICAL

Light in weight.
Easily handled and
cleaned. Durable, and
Efficient.

Avoid Spurious
Tanks. Name "Sterl-
ing" on Every Tank.

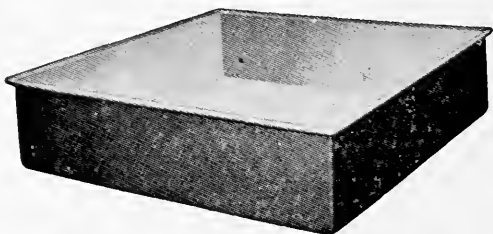
Two Sizes Commercial Outfits for Plates
and Cut Films.



Sizes No. 1 accommodates both 5×7 and 8×10 Portrait Hangers. Size No. 2 is built for 5×7 's only.

--- --

White Enameled Fixing Baths



STOCK SIZES

$12 \times 16 \times 5''$	$16 \times 20 \times 6''$	$10 \times 12 \times 5''$
$18 \times 24 \times 6''$	$20 \times 24 \times 6''$	$18 \times 22 \times 5''$
		$20 \times 30 \times 6''$

Made in 2 sizes.
 $5 \times 12 \times 42''$ hold 10 gallons
 $8 \times 12 \times 42''$ hold 17 gallons
Both blue and white tanks.

STERLING PHOTO MFG. CO.
"Pioneer Tank Builders" Beaver Falls, Pa.

(Continued from page 5)

losses become, because not only do the percentages of loss increase, but the ratios between those percentages increase. Why, then do business men persist in cutting prices and making an awful lot of extra work for themselves, their neighbors and their trade, with very slight prospects of making bigger profits—as the same time demoralizing the entire industry?

Simply because they've never figured the thing out on paper. If by some miracle the truth of the matter could be ladled tonight into the heads of everyone, tomorrow morning you would see no price cutting whatever. And a lot of business men would get a good night's sleep for a change.—*The Bulls-Eye.*

HERE'S YOUR PAPER FOR QUANTITY PRINTS

The demand for photos of movie stars and other celebrities has created a demand for an inexpensive paper of pleasing appearance. The demand for scenic pictures has created additional needs for the paper.

Therefore, you will be interested in Defender Fan Paper, a contact developing paper of 220-gram weight, practically double weight. The surface is like the popular double weight Veltex, smooth and sparkling. Normally made in one contrast only, it can be supplied in any contrast, if ordered in sufficient quantity to justify a special run at the factory.

If you want an inexpensive contact paper, portrait or scenic, ask us for a sample print and prices.



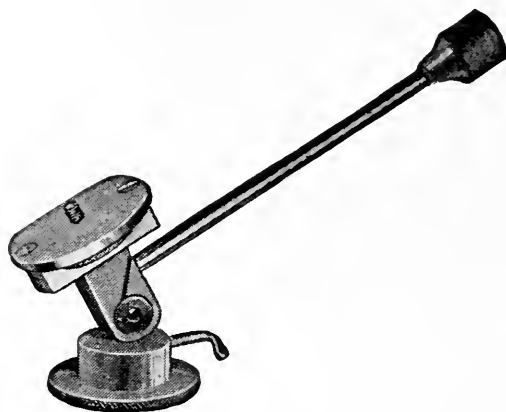
Need Lamps?

Most likely you do. All sizes and styles for home, office, or studio.

Can be ordered from

Hirsch & Kaye

The New Panrite Universal Tilting Top \$9.00



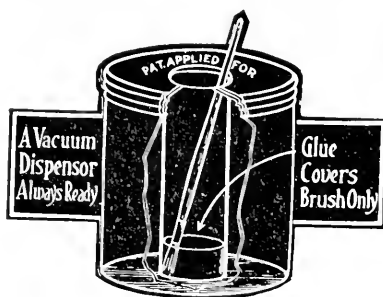
Assures steady running pictures at any angle. Because of its *Universal Joint*, the top not only has an exceptional tilting range but also revolves with unequalled ease and smoothness. It holds any make of movie camera and fits on any tripod.

Good sepias are well worth an extra price, and your customers would willingly pay for them. BROWNTONE makes sepia toning quick and easy. Price per bottle \$1.00.

HIRSCH & KAYE have it

FOR YOUR CONVENIENCE

For your convenience we had printed return envelopes, order blanks and printed return postcards. A liberal supply of any or all of the above will be cheerfully sent you upon request free of charge. We are always anxious to make it as convenient as possible for you and to enable you to send in your orders with the least possible trouble or inconvenience, and to make it very easy for you to order what you need, so don't be backward in asking for plenty of the above, as they are printed particularly for your purpose and will be cheerfully furnished for the asking. Use our order book, return envelopes and return postcards. They are convenient, prevent errors and enable you to get your orders to us quickly so we can get them out promptly.



SURESTICK

A White Liquid Photographic Glue

Never Cracks Loose, no odor, always ready does not draw, discolor or harm your prints, will not get stiff when exposed to air.

HIGH GRADE ADHESIVE—*goes further, only small amount required*

Vacuum Dispensers, which may be refilled—Half-pint, 55c; Pints, 90c

Plain jars—Half-pint, \$50c; Pint, 85c; Quarts, \$1.50; Gallon, \$5.00

SMITH CHEMICAL CO. - - - - - DEFIANCE, OHIO

Sold by

HIRSCH & KAYE

The importance of maintaining developing solutions at proper temperature cannot be overestimated. It's most essential.

Sterling water-jacketed outfits with circulating water all about developing tanks insure proper temperature regulations both summer and winter. They prevent trouble and possible failure. They give operators confidence and assurance.

Users of large capacity tanks are interested in knowing:

Sterling tanks used as auxiliaries in slack season cut cost of operating in half. The saving of solutions alone will more than pay for your outfit. No *dead space* for idle solutions. They are scientifically worked out, and are the most economical outfits in existence. Low cost. Low upkeep. Maximum daily output.

The 10 gallon 5 x 12 x 42 in. tanks will develop 450 to 500 rolls daily.

The 17 gallon 8 x 12 x 42 in. size 750 to 1,000 rolls daily.

The 24 gallon 11 x 12 x 46 in. size accommodates 30 Pako Hangers. Excellent for slack season.

The Sterling System is the original system and has proven its superiority through over a decade of actual manufacture and use. Complete. Compact. Labor saving and economical.

Light in weight, easy to handle, neat and easy to clean. They cannot warp or lose their shape. Non absorbent, acid resistant. Durable.

REMEMBER: Sterling tank outfits are made for every phase of developing work. Special sized tanks made to order on request.

Ask *HIRSCH & KAYE* for illustrated circular, after you have read page six.



Things you should know---

Now is the Time to Make Repairs



This fall, while the annoyances of the summer rush are fresh in mind, is the time to attend to a myriad of small repair jobs. New bolts; cotter keys; type bands; switch leaves. Extra motor belts; stamp ink; dryer aprons; thermometers. Replacement gears; fuller balls; sink strainers—a hundred things which you had to neglect because you were so busy six weeks ago will be forgotten next spring, until after that first warm Sunday.

It is worth while to go over all your equipment that is out of service for the winter, moving it into winter storage just to get the dirt out from under it. You will find a winter's supply of pencils and paper clips, to say nothing of that lost order which cost you a dollar. Take your printing machines out to daylight and clean them thoroughly. Then cover them carefully to keep out dust and soot. All equipment used for solutions—dopers, rockers, hypo containers, washers and the like should be carefully cleaned and painted. Where aluminum bronze is used put on a protective coat of spar varnish after the aluminum has dried. Repaint black parts with Probus. A little furniture polish or Three-in-one on wood parts won't hurt a thing, either.

Overhaul all your photographic sinks. If any are the wrong size, rebuild them. A coating of melted asphaltum makes a durable sink lining in which leaks can be repaired with a hot iron. It is best in relining sinks to use a soldered watertight covering of galvanized iron, though a good job can be done with roofing paper and asphaltum. Any apparatus

which is slightly rusted can be repaired with much less work now than next March, because it will rust much faster in idleness than it has while in active service.

Be sure all drain pipes are open, especially on sinks which are to have a vacation. A combination of gelatin and paper scraps, left to harden all winter can cost you a nice plumber's bill after Easter, where a little hot water and a "Plumber's Friend" will send them down the river now.

Unless you are on bad terms with the Fire Department there are always a lot of electric extensions which wouldn't pass inspection by the time the Labor Day orders are delivered. Tear down those you don't need and get the electrician to put in permanent connections in place of the others. At the same time have him repair switches, wall and floor receptacles and sockets which need attention.

Send the summer's film clippings and silver sludge to the refiner. Clean out waste paper wherever you find it. Give the scrap heap its due from the junk corner.

Hangers and clips should be cleaned. A good way is to boil them in hot water and Lux, then scrubbing with steel wool.

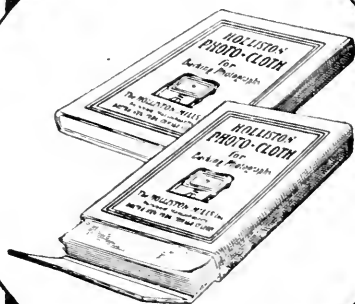
Thoroughly mop the floor of your workrooms, especially where hypo crystals are forming from splashed solutions.

Install metal garbage cans or pails for scrap paper and reduce your fire hazard.

Scrap your chipped steel enamel trays. They have outlived their usefulness.

-For making
**CLOTH-BACKED
PRINTS**

Use



**Self-adhesive
Quick
Clean
Economical**

**Write for
Samples**

HIRSCH & KAYE
Have it

MINIATURE FRAMES



H.5206

Here is one of the several attractive styles we offer. There are other styles, too.

This number is made in the following outside glass size:

$3\frac{1}{4} \times 4\frac{1}{4}$ inches square with oval opening $2\frac{3}{4} \times 3\frac{3}{4}$ inches.

The colored glass mat makes this an ideal frame to match the colors of the home.

May be had in the following colors—red, black, blue and green.

Fitted with hanger and brown easel back.

Antique Gold or Antique finish.

With frame moulding $\frac{1}{2}$ inch.

$3\frac{1}{4} \times 4\frac{1}{4}$ inches\$2.50 each

Easel Frames

Sizes from 4 x 6 to 11 x 14

Priced as low as 70¢ each

Vertical and some horizontal styles,
in various tones.

WRITE TO

HIRSCH & KAYE
for catalogue

EVERYBODY WILL WANT ONE

A MACHINE that exercises artistic judgment was displayed in Washington, D. C., at the opening of the annual convention of the Master Photo Finishers of America.

This newest phenomenon of the mechanistic age looks through a photographic negative with an electric eye, and then stamps on the edge of the film the grade of photographic paper the picture should be printed on, as well as the degree of light that should be used in printing it.

The result of the invention, photo processing experts attending the convention say, will be to improve the quality of pictures that amateur snap-shotters get back from their photo finishers. Heretofore the judging of negatives has depended on the skill of individual workers, which has been heavily taxed by the wide variation in negatives made by amateur photographers under many different light conditions.

The new machine, which is called a "printometer," was the idea of Roland J. Wilkinson, a young photo finisher of Jackson, Mich., who is a vice-president of the Master Photo Finishers. Difficulty in obtaining skilled judges of picture quality for his own business caused him to cast about for a better means of accomplishing that important phase of photo finishing work. Conceiving the underlying principles of the machine which was demonstrated today, Wilkinson shared his idea with Joseph W. Myers, also of Jackson, an inventor, who made a model embodying it.

This model Wilkinson took to the Eastman Kodak Company, Rochester, N. Y., where photo-mechanical experts perfected the machine to a stage in which, with a few simple manual motions, an entirely unskilled operator can judge negatives satisfactorily.

In its final form the machine looks like a radio set on a small writing desk. Into the flat part of the desk an opaque square of glass is set, with a beam of

light shining up through it and into a tube projecting above it, which is the eye of the apparatus.

Into the beam of light the operator slips the negative to be judged. He moves it so that the light shines first through the most transparent part of the negative and then through the densest part, and he notes the two resulting readings of a meter on the "radio set."

Then the operator manipulates a dial resembling that on an automatic telephone, with a notch at each number to permit the fingers to turn it. He puts one finger at each of the two numbers corresponding to the two readings of the meter and swings the dial first to the left and then to the right. The negative comes out with nicks on the side indicating which of four grades of contrast to select in the printing paper to be used and how long to expose the paper to the light in printing.

A negative with sharp contrasts of light and dark areas makes its best print on a soft paper, and a soft negative prints best on contrasty paper. Printing time needs to be proportional to the density of the film as a whole. It is difficult in estimating these factors of good photographic printing that the new machine overcomes.

The picture judging device has the advantage, not only of fixing the quality of the resulting prints with accuracy, regardless of whether the amateur snap-shooter gave his picture too much or too little exposure, but also of insuring that prints resulting from any negative shall be of the same quality every time new prints are made. No longer will enthusiastic amateur photographers find, when they order more prints of a favorite picture, that the extra prints are of a different quality than the first one because they had been printed with a different length of light exposure or on paper of a different contrast.

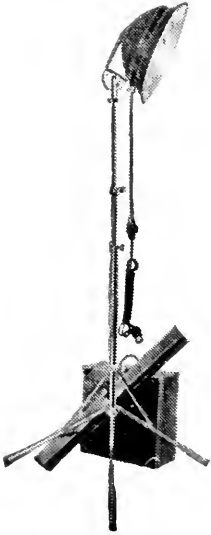
The basis of the machine is a selenium cell, sensitive to light, which operates the pointer on the meter in proportion as much or little light falls upon the cell

(Continued on page 13)

L-I-G-H-T

Plenty of it, quickly available

Low priced -- and how!



Turn on the Sunlight
any Time you want it!

On dark days and at night—turn on the sunlight! Switch on FOTOLITE'S brilliant light and take pictures of family events, parties, dances and the children at play! Also industrial scenes.



The remarkable new 500-watt FOTOLITE provides as much light power as the average 1000-watt lamp.

See the new FOTOLITE No. 15—with its newly designed reflector and new chemically treated reflector finish. It is second only to the famous FOTOLITE No. 10 (1000-watt lamp) and No. 15, when used with No. 10, provides a light which—for *steadiness* and *power*—is ideal for every interior shot.

They are so easy to use. Can be carried anywhere in a room and plugged in on any electric light socket—ready for use in an instant.

Now in stock at *HIRSCH & KAYE*

Prices

No. 10 (for 1000-watt bulb). Complete with carrying cases (without bulb) \$19.00

No. 15 (for 500-watt bulb). Complete with carrying cases (without bulb) \$16.00

Carrying Case for No. 10 or No. 15 Reflector \$2.50

Carrying Case for No. 10 or No. 15 Stand 50¢

Diffusers for either style—each ... \$1.00

EXTENSION CORDS

Just what you need. 25 feet of cord, detachable plug of latest design and a plug-in socket from which you can take from one to three leads, such as a Fotolite or two, or Fotolight and spotlight. Ready to use—each ... \$2.50

Loyalty to every organization to which you belong and to every member of the organization, to the firm which employs you and every member of the firm, will bring success quicker than anything else.

Judging by the way they act most middle-aged people must feel younger than they look.

-- --

Life would be dull if we knew what it was all about.

PRINTOMETER

(Continued from page 11)

respectively through the transparent and dense parts of a negative. Operation of the dial first punches the film to mark printing time, with the number of punches corresponding to ten possible degrees of printing time, as indicated by the selenium cell's reading of the least dense part of the film. Which of the four grades of contrast is to be used in the paper to print on is computed by the machine by subtracting the reading for the minimum density of a negative from the maximum and automatically dividing the range of light into terms of the proper contrast of printing paper, and punching the result on the film.

A test of the printometer, operated by a novice, showed a greater percentage of perfect prints from a large set of negatives than were obtained by a highly skilled photographic printer judging the necessary printing time and contrast by eye, which is the present method. Even when the skilled printer was allowed to make several prints from each negative in an effort to get the most perfect pictures possible, the accurate judging of the machine outdid that of the person.

-- --

A GOOD RECEPTIONIST KNOWS THIS!

Don't forget to emphasize, in the many ways it is possible to draw attention to the fact, that people are buying what you are selling. Let your manner indicate that you are having a pleasant business time of it. Mention sales you have made. Let your manner indicate that decisions to buy are your common daily sales experience and that turn-downs are exceptional. Nothing speaks so eloquently for a proposition as evidence that sales are going well with the person who presents it. Speak, act and be less one who is selling and more a sales representative from whom people are buying.

-- --

When the gossip is spicy everyone seems to enjoy good hearing.

BLOODLESS CARTRIDGES

Many a hunter seeing a pheasant blaze in autumn woods or the stretched check-mark of a flock of geese at sunset wishes he could keep some picture of this sight beside a mental one. Many another hunter, having missed his pheasant or goose, wishes audibly and fervently to know what is the matter with his shooting. Now an English sporting goods firm has offered an invention designed to fulfill both wishes. In the forearm under the gun's barrels is fitted a cartridge-shaped, cartridge-sized camera. When the gunner pulls his trigger the camera takes a picture so fast that the exposure is over before the explosion of the real cartridge can jerk the barrel. Since the camera is lined with the sights and pointed so as to take in the tip of the barrel, each picture shows where the charge goes. If the hunted thing is in the middle of the picture, it is killed. Thus hunters who like to hunt bloodlessly can use blank cartridges, yet produce proof of their skill.—*Time*.

-- --

ROTTEN

Two attorneys, one decidedly glum of countenance, met on the street.

"Well, how's business?" the first asked of the dismal one.

"Rotten!" the pessimist replied. "I just chased an ambulance twelve miles and found a lawyer in it."

Have you tried Surestick?

Blum's Photo Art Shop, Inc.

IN THE SERVICE OF THE PROFESSION
1021 North Wells Street
CHICAGO

Smith Chemical Co. June 28, 1928
Gentlemen:

We used the jar of Surestick that we purchased from you and everybody liked it for its clean and economical way of working. We were surprised at the wonderful adhesive qualities of same.

Yours very truly,
BLUM'S PHOTO ART SHOP, Inc.
Per William Blum.

Hirsch & Kaye have it,
(See page 8)

Make this Test and Judge the Best

WEIGH out equal amounts of *Mallinckrodt* Hydroquinone and the material you are now using. Note the snow-white appearance of M. C. W. Hydroquinone.



DISSOLVE the two samples in the same quantity of sulphite solution.

THEN compare the clarity of the two solutions.

MALLINCKRODT HYDROQUINONE!
will give the clearest solution

NOT only will it be free from any cloud, but no suspended matter of any kind will be found. Clearness of solution is a safe-guard against straining and spotting and is an indication of unusual purity.

One of the
"Physically and
Chemically
Perfected Photo
Chemicals"
by

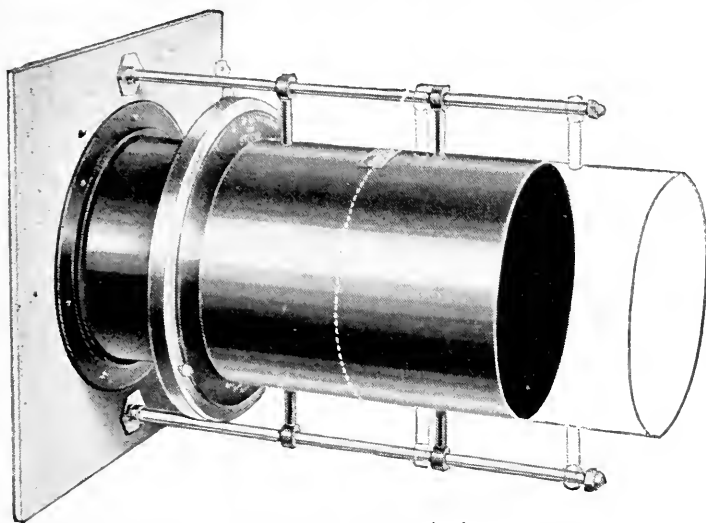
Mallinckrodt

MALLINCKRODT CHEMICAL WORKS

A constructive force in the chemical industry since 1867

St. Louis - Montreal - Philadelphia - New York

Halldorson Lens Shade



Patent Applied for

It is well known that a light or light reflection, entering the lens from outside the field of view, produces a light-fog that destroys the brilliancy of an otherwise fine plate. A properly made lens shade should not only protect the lens from above and the sides, but from floor reflections as well.

The Halldorson shade does away with light-fog entirely by thus protecting the lens from all sides. It consists of a tube larger than the lens it is used up-

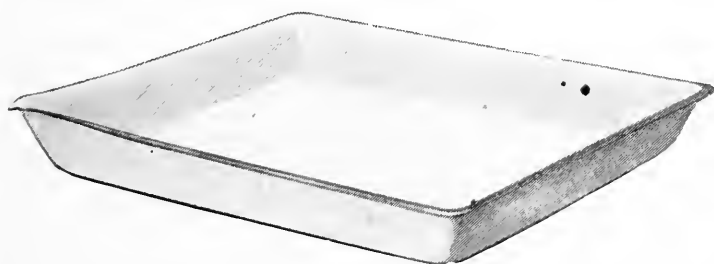
on, mounted so that it slides freely upon two rod supports erected upon the lens board. Thus it may be moved away or toward the camera within the limits of the rods, depending upon how much it is desired to shield the lens. It cannot sag and thereby cut out part of the view, for it is made with machine-like precision.

The finish of barrel is in dull black inside and out, and the rods in polished nickel, making this attachment attractive in appearance, and in harmony with the average type of lens.

3A for lenses up to $2\frac{3}{4}$ inches, 5-inch lens board	\$ 5.50
4A for lenses from 3 to $3\frac{3}{4}$ inches, 6-inch lens board	7.50
5A for lenses from 4 to $4\frac{3}{4}$ inches, 7-inch lens board	8.50
6A for lenses from 5 to 6 inches, 9-inch lens board	10.00

The lens size referred to above is the diameter of the barrel, or the front flange if it has one. Other sizes special in proportionate prices.

ENAMELED STEEL PHOTO TRAYS



Enameled Steel Photo Trays—acknowledged by all experts to be the best Photo Trays now produced—are furnished with a quadruple coat of enamel on armor plate steel, bottoms of trays are flat, depth good, and

the perfect lip on each tray allows the user to pour liquid into the smallest bottle without the slightest trouble. Trays are free from bubbles and other such defects and are thoroughly acid proof.

Capacity	Full size	Depth	Price	Capacity	Full size	Depth	Price
4 x 5	$4\frac{3}{8}$ x $5\frac{3}{8}$	$1\frac{1}{4}$	\$0.65	11 x 14	$12\frac{1}{2}$ x $15\frac{1}{2}$	$2\frac{1}{4}$	\$ 2.80
4 x 6	$4\frac{1}{4}$ x $6\frac{1}{4}$	$1\frac{1}{2}$.65	14 x 17	15 x $17\frac{3}{4}$	$2\frac{1}{2}$	3.60
5 x 7	$5\frac{1}{4}$ x $7\frac{3}{8}$	$1\frac{1}{2}$.85	16 x 20	17 x 21	$2\frac{3}{8}$	5.00
7 x 9	$7\frac{1}{4}$ x $9\frac{1}{2}$	$1\frac{3}{8}$	1.10	18 x 22	19 x 23	$2\frac{3}{4}$	10.00
8 x 10	$8\frac{3}{4}$ x $10\frac{3}{4}$	$1\frac{3}{4}$	1.25	20 x 27	21 x 25	3	12.00
10 x 12	$10\frac{1}{4}$ x $12\frac{1}{2}$	2	1.50	22 x 27	23 x 28	$3\frac{1}{2}$	13.50

Our Salesmen Tell Us



E. J. McCullagh is using billboard advertising. An attractive board, in colors, has come to our notice, as well as a convincing hand bill, containing a reproduction of the billboard advertisement.

-- --

Tom Shoob has purchased the former Broden Studio in Modesto. He will manage the new studio as well as the one he has had for a long time in Turlock. This is not the start of another chain, just a good business deal.

-- --

Thelma Gardner, formerly with Hartsook and Swadley Studios in San Francisco, has taken the management of the Allen Studio on Broadway, Los Angeles. This was formerly the Witzel Brady Studio and reopened by Ted Mitchell under the above name. Miss Gardner is a credit to the profession. She knows the business thoroughly.

-- --

J. F. Zink, formerly of Chico, is opening the old Carroll Studio in Marysville. It will be known as the Marysville studio. Mr. Zink still has his ranch at Chico and has been out of business for about two years. Mr. Zink is too active to be idle, so just had to get back into his profession.

-- --

Mr. Charles M. Higgins, founder of the Charles M. Higgins Company, manufacturers of paste, ink and glue, died October 21. He was seventy-five years of age.

Ray J. Baker, well known photographer of Honolulu, was among recent visitors to San Francisco. Mr. Baker, a former Californian, is an authority on the native life and flora of the Hawaiian Islands. His lantern slides and motion pictures of volcanic eruptions are nationally known.

-- --

The new studio of Gene Hanner, in Seattle, is the latest idea in modern studios. It is located on the top floor of the Shopping Tower, Seattle's newest skyscraper and includes a roof garden and promenade. A tour of Europe last year gave her many inspirations, and we believe her investment in the new studio is one of the largest in western studios.

-- --

Only the old timers need read this item, for it concerns a prominent person of former days. Perhaps you remember the *Photographic News*, a pioneer publication edited by Carl Ackerman. It is with regret that we learn of the death of Mr. Ackerman at his New Jersey home in October. More recently, he was editor of *Sunset Magazine* and *Musical Age*.

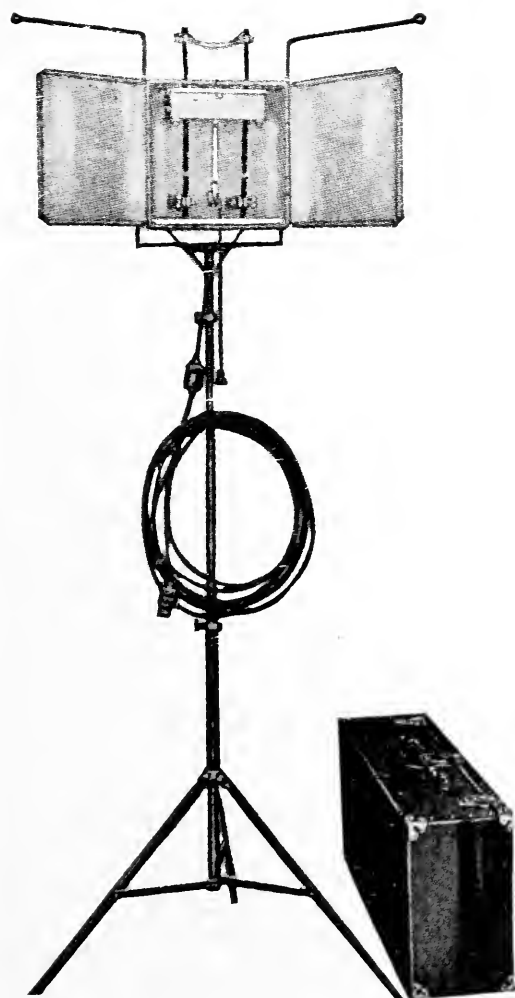
-- --

Ralph Kelloch Crawford, 52, former assistant city engineer of Burlingame and of recent years proprietor of an art shop in that city, died Dec. 10 at his home in San Carlos. Crawford was considered an authority on ceramics. He is survived by his widow, and a sister, Miss Inez Crawford.



Taken with one Duplex Jr. Light; W. A. Lens; F12.5-6 seconds; No diffusion

*Every Photographer
Needs This*
**Light Compact
Portable**



The Duplex Jr. Light

The Duplex Jr. Light is a portable Twin Arc Lamp of proven efficiency. It burns quietly and can be operated on any house wiring. Ideal for both studio work and home portraiture.

The outfit is easily and quickly taken apart. It may be packed conveniently in a carrying case 23 x 12½ x 7½" in size, which is included in the outfit.

The Duplex Jr. Lamp weighs only 27 pounds when packed, yet it is substantially built and is guaranteed to give satisfactory service.

Price \$65.00

Carrying Case, stand and silk diffusion screen included.

SOLD BY

Hirsch & Kaye

Photographic Lighting Equipment of
All Kinds

Terms if wanted



You Cannot Make First Class Pictures with Incorrect Drawing

PERFECT drawing is the greatest attribute of any lens and the customer is not really satisfied with anything less. The Beach Multi-focal lens gives true drawing just as the eye sees.

Pin hole photography is the criterion for perfect drawing and the Beach Multi-focal lens actually and positively gives pin hole drawing with a great increase in the depth of focus and speed.

Send for the booklet that gives further information pertaining to this new lens.

WOLLENSAK OPTICAL CO.

872 HUDSON AVENUE, ROCHESTER, N.Y.

FLIER "SNAPS" MOUNTAIN 227 MILES AWAY

Flying 17,000 feet above the middle of Oregon, Capt. A. W. Stevens, of the army corps, recently pointed a special camera toward the state of Washington. The result was a picture taken at a range of 227 miles, the farthest a lens has ever "seen."

Captain Stevens could not see Washington. Haze and forest fire smoke hid even its mountain peaks. But he "shot" as a big gun is aimed, by calculation, for a point where he thought Mt. Rainier, in Washington's mid-section, reared its 14,400 foot bulk. That was his target.

The photograph made, he flew to Eugene, Ore., an hour away, landed and developed the plates.

The picture revealed a line of mountains which had been invisible to his eyes. At their far end, on the horizon, was Rainier itself—dim, small, sitting low behind the shoulder of the earth's curvature.

The low appearance is ascribed to the great curvature in the 227 miles, which,

as a new record, breaks by 50 miles Stevens' own previous long distance picture.

This photograph shows, in the near foreground, a scene of the type made familiar by aerial photography; great wooded expanse of the Cascade mountains, peaks streaked with snow, lakes and other topographical features all distinct.

Beyond this foreground, 50 miles and upward to the northward, begins a widening, fan-shaped panorama of mountain peaks. It resembles a small clay model made by a child's fingers.

Up to 100 miles and more this model shows many sharp details of contour, humps, peaks and fissure-like ridges. Beyond that distance the outstanding mountains are visible principally through their bulk, with occasional traces of vast shadows on their slopes.

Far-away Rainier seems to float on a medium which is probably the haze of intervening valleys and plateaus. Its shape is triangular, its mass an even gray, its upthrust impressive.

Charcoal Black

*AN UNUSUAL PAPER FOR PROJECTION PRINTING
DESIGNED*

*For those who wish their prints to command attention and produce
new business*

Grade "A" Thin Parchment---Grade "B" Medium Weight Parchment

Price per dozen---8x10, \$1.70; 11x14, \$3.25

Order from HIRSCH & KAYE

COOPER, HEWITT LAMPS

(Mercury Vapor)

Three times more actinic than sunlight, and faster than arc lamps.

Used for Portrait Lighting, Copying, and Enlarging.

Require no special wiring and consume an unbelievably small amount of current.

Supplied for permanent or portable installation. Write for catalogues.

for sale by **HIRSCH & KAYE**

A foldeasel style--a folder when you deliver the portraits in the home, quickly set up as an easel



The Madrid

Here is a style that "displays" well—a few hundred of your portraits mounted in this foldeasel and displayed in the homes of your customers and prospective customers will do fine advertising and sales soliciting for you this season.

A fine Spanish leather type stock—with design finished by our Neotone process in color and metal tones.

Colors		Greystone and Naturaltone		
Sizes	4 x 7	5 x 7	6½ x 8½	8 x 10
Prices	\$12.50	\$14.50	\$21.00	\$22.50 per 100

It will make an immediate appeal to studios that featured the popular VOLGA in the past season.

Samples of both colors for 15 cents
SAMPLE OFFER F-105

TAPRELL, LOOMIS & CO.

(Eastman Kodak Company)

Chicago, Illinois

The Leading Card Novelty House of America



"JERRY'S" CORNER

By HIMSELF

The editor and me is on good terms again. A man said he (the editor) wasn't fit to live with the hogs but I stuck up for him and said he was.

-- --

Do you know why Santa Claus wears red pants? Guess.

-- --

Meanwhile, I found the reason we sell so many Malinkrot chemicals. The labels say there free running and thats got Scotch fotografers ordering 'em.

-- --

Give up my puzzle? Its because they match his coat.

-- --

Even a toombstone has a good word for a man when he's down.

-- --

We ain't the only ones that have back orders—I seen a ad about Life Boy soap what spoke about B. O. Other people have their troubles, too.

-- --

I've seen those black bathtubs they've been advertizing. If I can get Santa Claus to bring one to my house, I wont have to clean the tub on Saturday nights.

-- --

This is the time of the year when some folks eat grapes. Others would rather drink them.

-- --

Be like a calendar, Plan your work a year ahead and finish in time.

-- --

Beneath the spreading chesnut tree
The smith works like the deuce.
For now he's selling gasoline,
Hot dogs and orange juice.

When Adam in bliss
Asked Eve for a kiss,
She puckered her lips with a coo;
With looks quite ecstatic,
She answered emphatic:
"I don't care, ADAM, if I do!"

-- --

There was a family called Slightam
Who were afraid that disease germs
would bite 'em,
They ate an apple a day
To keep the doctor away,
But Doc came and brought twins just
to spite 'em.

-- --

Here's to the man who buys his tobacco,
And smokes his tobacco alone;
For, many a man smokes another's tobacco,
When he should be smoking his own!

-- --

Have you noticed the war between the cigarette and candy makers?

I'm expecting the chocolate soldiers to charge through the smoke screen and do their stuff next.

-- --

They have a new swinging gate in the office that swings both ways like a saloon door—so I call it Portals of the Past.

-- --

Nows the time to make a resolution for 1930. Do your Christmas shopping early (and then wait till the last minute). Anyhow, I hope you all have a whoopee New Year.

JERRY.

For Perfect Pictures

Gevaert

(Call it  Gay-vert)

Super Chromosa

The new Gevaert Plate for speed work

Portrait Bromide

An Enlarging Paper Par Excellence

K-33 - - Buff Platino Gravure

A new surface for the discriminating photographer

Ortho Commercial Film

The ideal film for commercial photography

Descriptive Catalog on Request

Address Dept. No. 8

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*Manufacturers of Photographic Products for
more than a third of a century*

All Gevaert Products for Sale by Hirsch & Kaye, San Francisco

Fresh Stock

Prompt Shipments

Service

Dependable Merchandise

Low Prices

:: PROFESSIONAL SERVICE ::

Duncan G. Blakiston

PORTRAIT PAINTER

Photographic Prints Executed in
Oil, Water Color, Black and
White Sepia, Etc. Also
Ivory Miniatures

50 Golden Gate Avenue

SAN FRANCISCO

Room 420 - Phone Prospect 476

RETOUCHING

That Is Better

ETCHING

That Is Superior

Louise C. Bestler

5703 College Avenue

OAKLAND :: :: CALIF.

Back to San Francisco to serve you

Retouching—Etching— Negative Work

SEND YOUR ORDER TO

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2341 BAY ST. SAN FRANCISCO
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For Sale—

KODAK STORE — Southern California
city. 14,000 population. Very artistic and
uniquely designed store. Good lease, loca-
tion and reasonable rent. Doing picture fram-
ing, commercial photo, handle greeting cards
and pictures.

Spears Mission Studio

314 West Center Street

ANAHEIM, CALIFORNIA

Rightway Retouching Studio

Specialize in

Effective Retouching and Artistic
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One day mail order service
Satisfaction guaranteed

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SAN FRANCISCO, CALIF.

Ever-Ready Service

Opal or Ivorette Miniatures and Photo-
graphic prints—artistically done in real oils.

Negative Retouching—Etching

We are equipped to print your miniatures
from your negatives or copy from photo-
graphs.

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when you can

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COURSES

Two complete courses
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LANDSCAPES
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Each course contains ten lectures, eight 8 x 10
actual photographs, one Color Harmony
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544A Castro St. San Francisco, Cal.

Warmth

in beautiful Standard
Gold tones, and Plat-
inum Gold tones.

*W*ARMTH with that touch of the unusual, the Titian warmth of rich enduring beauty — suggestive of fireside reflections in fine old furniture, portraits in oil, the glint of precious tableware, the seasoned good taste of families old in courteous tradition but young in thought and outlook.

The rich warmth obtained with Flemish-Gold Toner — a supremely simple toner used after the final wash of the black-and-white print — contributes a distinct enhancement of value to the finished portrait.

Applicable to all Agfa Ansco portrait papers. A cold bath treatment of short duration.

Large tube, making sufficient toner for several hundred 5 x 7 prints, \$1.00.

Flemish-Gold Toner

FOR TONING CYKO AND OTHER
AGFA ANSCO PORTRAIT PAPERS

AGFA ANSCO CORPORATION, BINGHAMTON, N. Y.

MORE COMPETITION?

A \$4,000,000 four-year national advertising campaign by the newly organized furniture industry has started. Women are to be made "furniture conscious."

Four hundred manufacturers and 1,600 retailers are enrolled as contributors, the new Simmons-Berkey & Gay combination among the five leading furniture manufacturers heading the list. Local tieup advertising by individual retailers will aggregate several millions more.

A volume, "Why People Don't Buy Furniture," result of a personal canvass of 1,600 furniture merchants, 2,147 store salesmen and 48,600 homes, tells (at \$10 a copy) what is wrong with the industry. Furniture prices have slumped 18.8 per cent since 1923. The average family spends \$145.37 a year (wholesale) for automobile; \$39.46 (wholesale) for furniture and for pictures.

A dollar down and a dollar a week from each family would buy at retail all furniture sold. Furniture is our twentieth manufacturing industry, \$868,145,000 in 1925.

People have not been buying furniture because:

1. Homes have been getting smaller and smaller, hours spent in them fewer and fewer.

2. Money has been spent outside the home on automobiles, tours, theaters. Inside the home on radios, which are almost furniture, and automatic refrigerators.

Billboards will be asking embarrassing questions for at least four years:

"Would you drive an automobile as old as your parlor sofa?"

"Would you wear a gown as out-of-date as your dining-table?"

"Are your home furnishings a handicap in meeting friends?"

Fred Millis advertising man, is in charge. A specialist in advertising by industries, he popularized "Say it with Flowers."

Slogan for the new campaign, however, will not be "Say it with Furniture,"

but "First furnish your home. It tells what you are."

Mr. Millis is also directing the photographers' publicity campaign. Looks like more competition for the money Mrs. Jones might spend for pictures.



ENLARGEMENT IS RECORD IN SIZE

What is said to be one of the most pretentious enlargements ever made from a small photograph is a stage backing used in "Peacock Alley," Mae Murray's first all-talking starring vehicle now being filmed by Tiffany-Stahl productions.

The original picture taken with a small Eastman Kodak is of a fashionable New York apartment building. This original 5- by 7-inch photograph has been enlarged to an enormous life-sized setting 22 by 40 feet, the work being done in a Hollywood photographic studio.



TRANSPARENT CAN, BOUNCING BOTTLE

American Can Company is reported to be aiding Eastman Kodak Company in the development of an entirely new type of container for food products which may largely displace glass and metal.

The new material is a cellulose compound discovered accidentally by the Eastman laboratories in experimental film work. Although the idea of a cellulose container is not new, this is the first discovery of a product strong enough to stand up under acids and wear. It is said to be nearly as strong as metal, as transparent as glass, and lighter in weight than either of them.—*Business Week*.

Do your work—not just your work and no more, but a little more for the lavishing's sake; that little more which is worth all the rest. And if you suffer as you must and if you doubt as you must, do your work. Put your heart into it and the sky will clear. Then out of your very doubt and suffering will be born the supreme joy of life.—*Dean Briggs*.

LISTED at the SERVICE DESK

Are you looking for a Studio Location? Is your Studio for Sale? Are you seeking competent help? ALL of these problems are answered in these columns. We have insufficient space to list all the Studios offered for sale, and for the same reason are unable to give complete descriptions. If interested, get in touch with the HIRSCH & KAYE Service Desk. We'll be delighted to assist you. There is no charge for listing your business for sale in THE FOCUS.

Studios are available in these locations

California

Anaheim	Box 2247, The Focus	Salinas	Box 2215, The Focus
Hollywood	Box 2248, The Focus	San Francisco	Box 2235, The Focus
Los Angeles	Box 2211, The Focus	San Francisco	Box 2251, The Focus
Madera	Box 2228, The Focus	San Francisco	Box 2231, The Focus
Miranda	Box 2250, The Focus	San Francisco	Box 2208, The Focus
Monterey	Box 2242, The Focus	San Jose	Box 2222, The Focus
Oakland	Box 2143, The Focus	Santa Cruz	Box 2249, The Focus
Palo Alto	Box 2153, The Focus	Santa Paula	Box 2164, The Focus
Pismo Beach	Box 2232, The Focus	Selma	Box 2243, The Focus
Pomona	Box 2224, The Focus	Stockton	Box 2239, The Focus
Richmond	Box 2226, The Focus		

Oregon

Ashland	Box 2089, The Focus	Bend	Box 2209, The Focus
Baker	Box 2087, The Focus	Freewater	Box 2097, The Focus

Washington

Colville	Box 2254, The Focus	Snohomish	Box 2086, The Focus
Concrete	Box 2123, The Focus	Seattle	Box 2137, The Focus
Olympia	Box 2210, The Focus		

Nevada

McGill	Box 2095, The Focus	Reno	Box 2125, The Focus
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Utah

Salt Lake City	Box 2230, The Focus
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Arizona—New Mexico

Morenci, Ariz.	Box 2255, The Focus	La Cruces, N. M.	Box 2217, The Focus
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INFORMATION WANTED

Information wanted at SERVICE DESK, about—

P. Hanlon, formerly, Corning, Calif.
C. J. Briggs, formerly, San Francisco.
R. G. McDonald, formerly, Stockton.
Gustav Davis, formerly San Francisco.

H. M. Collett, formerly, Eugene, Ore.
Gail Wellington, formerly, Reno, Nev.
P. J. Standar, formerly, Dunsuir, Calif.
Mrs. S. Denton, formerly, Oakland, Calif.
C. R. Mandeville, formerly, San Francisco and Hollywood.
Arthur Howell, formerly, Eureka.

MY CHRISTMAS SUPREME

'Twas an old, blue yarn stocking,
white-toed and white-heeled,
That our mother had knit—
(we had seen her
When we stayed 'round the fire
with an ear that had "bealed")—
Sat with pained but submissive demeanor
Because of the husking we thus
might escape
In the blustering weather outside).
'Twas this very same stocking
we hung by its nape
That eve ere the yule's joyful tide.

'Twas a mean little room—
should we see it to-day—
With chromos ill-framed
'round the wall.
When you came from the porch,
you were in—right away!
No vestibule, storm door or hall.
For we lived as our forefathers,
rugged and poor—
Have a care! Do not murmur,
"oppressed!"
We were gentle at heart
in the guise of the boor.
And pride ruled supreme
in each breast.

'Twas a pair of suspenders,
some candy, a book
And a splendid big orange I felt
When—heart in my throat,
too excited to look—
Next morn on the hearthstone
I knelt.
"That's all?" you inquire.
Oh, you wealth-pampered thing!
Suppress the contempt in your tone.
With those princeliest gifts
I was rich as the king
Who lolls on his vassal-girt throne.

On Christmases since, all the pitiful cost
Of the presents that morning I found
From the price of my gifts could be
carelessly lost
And roll off, unmissed, on the ground.
But something of wealth has been
taken away
And I wish—or at least so I feel—

I could trade it all back for
the joy hid away
In that sock with the white
toe and heel.

STRICKLAND GILLILAN.

-- --

MEDICINE, TOOTH PASTE, FILM, PHOTO SUPPLIES—AND NOW, PHOTOGRAPHS

If a dog bites a man, that's not a
news item. But when a man bites a
dog,—that's news.

For the same reason, the lines of mer-
chandise sold by druggists, is of no news
value to THE FOCUS and its readers.
But when portraits are taken, finished
and delivered by a druggist, in com-
petition with the established studios of
a city, that's news.

A few weeks ago, we were asked to
rent a camera to a druggist to permit
him to take the local school pictures.
We had no camera to offer and thought
that closed the incident. But somehow, it
lingered in our minds, because it indi-
cates new competitors for photographers,
especially to those who have heretofore
supported the druggist.

-- --

33 1/3% ON EASTMAN ROLL FILM

We are now able to give you a dis-
count of 33 1/3% on orders for East-
man roll film intended for resale. Film
packs are included in this discount, and
you are assured of longest datings.

Now go after the biggest film busi-
ness you have ever had. Convenient
order postals will be supplied and you
can have all the window streamers you
may need. Empty, dummy cartons and
spools are available in limited amounts.

A profit of 33 1/3% on Eastman roll
film and film packs, ordered in the
quantities you feel you will sell, will play
a delightful tune on your cash register.
Will also bring an increased volume of
finishing, enlarging and framing. Re-
member, you order only what you need.
No dead stock.

Order from Hirsch & Kaye, your log-
ical source of supply.

Bargains for the Photographer

No. 123	Photo Mailers	4½ x 7	list	per	hundred	-----	\$1.00
No. 234	" "	5½ x 11¼	" "	" "	" "	-----	2.00
No. 240	" "	6½ x 13¼	" "	" "	" "	-----	2.50
No. 246	" "	7½ x 15¼	" "	" "	" "	-----	3.30
No. 162	" "	13¼ x 17½	" "	" "	" "	-----	5.20
No. 160	" "	12 x 18	" "	" "	" "	-----	5.00
No. 157	" "	12¼ x 16¼	" "	" "	" "	-----	4.80
No. 154	" "	12½ x 14½	" "	" "	" "	-----	4.50

8x10 B. & L. BORDER TINTING PROJECTION PRINTER.

Looks like new. Used only as a demonstrator.

Bargain Price - - \$260.00

Terms if desired.

One 5x7 BORDER TINTING PROJECTION PRINTER.

Shopworn, but otherwise excellent. Bargain Price \$125.00

Three-inch square K 2 WRATTEN FILTER in adjustable holder.

Bargain Price - - \$3.75

A-1 WOLD AIR BRUSH.

Bargain Price - \$18.00

WOLD FOOT PUMP and AIR GUAGE.

Bargain Price - - \$9.75

PAKO gas heated BELT DRYER

Bargain Price - \$85.00

8x10 CENTURY VIEW CAMERA without case or holder Excellent enlarging camera (especially when used with the next items.)

Bargain price - \$10.00

If interested in **outdated paper**, send your list of what you can use and we will reply with a list of what is available. Bargain Prices. Act on this at once.

No. 923-13 Victor FLASH CABINET, reconstructed to hold 6

Mazda Lamps, Has 4-1000 watt clear Mazda Lamps and 2-500 watt clear Mazda Lamps.

Bargain Price - \$67.50

Used Remodeled Victor FLASH CABINET. Has illuminating surface 40x70 inches. First used

Cabinets we have been able to offer in a long time. Time if wanted. Bargain Price - \$49.50

Horizontal folders and easels in 5x7, 6x8, 6x10, 8x10; also, several bargains in 3x4 and 3x4½ folders and easels. At a small fraction of usual prices.

Used PORTRAIT DIFFUSION DISKS. Various sizes from \$3.00 each, upwards.

HALLDORSON ELECTRIC STUDIO CABINET, for 4-1500 watt Lamps.

Price without globes. \$90.00

12-inch mounted CONDENSING LENSES. per pair \$42.50

3-inch K2 W & W FILTER, square, in holder. \$3.75

SEATTLE SPECIALTY PRINTER 5x7 with numbering device.

Hand operated.

Bargain Price - \$27.50

2 No. 3 HARD RUBBER FIXING BOXES for 5x7 and 8x10.

Bargain Price - - \$3.25

Bargains for the Photographer

Bargain Packages—first time offered
(sold only in lots as listed.)

Bargain Package No. 1 Price 75¢

- 1 Ajax Candle Lamp with red glass.
- 1 2-oz. Measuring Glass
- 1 3¼ x 4¼ Print Frame with glass
- 3 4 x 5 Glass Trays
- 1 Porcelain Drain to hold 12 negatives
- 1 copy Principles of Simplified
PHOTOGRAPHY
- 1 Agfa Manual for beginners

o — o

Bargain Package No. 2 Price \$3.95

- 1 Glass Mortar & Pestle (not exceed
16 oz. size)
- 3 7 x 9 Composition Trays
- 1 5 x 7 Glass Fixing Box for Hypo
- 1 Wood Negative Rack—capacity 25
plates
- 1 Zinc or galvanized iron Washing
Box for 4 x 5 or smaller plates

o — o

Bargain Package No. 3 Price \$3.75

- 3 7 x 9 Assorted Glass Trays
- 1 5 x 7 Glass Fixing Box
- 1 Wood Negative Rack—capacity 25
plates
- 1 4¼ x 6½ (or 4 x 5) Print Frame
with glass
- 1 copy "Here's the Answer."

o — o

Bargain Package No. 4 Price \$1.35

- 3 bottles Dry Mucilage (in strips)
gummed both sides. A handy ad-
hesive
- 3 copies Photo Miniature. (We send
you a list. You select them.)
- 1 carton of Clover Leaf Thumb
Tacks and Thumb Tack Hangers

o — o

Bargain Package No. 5 Price \$1.35

- 1 doz. Dixon Retouching Pencils
choice of 2H-3H or HB (or as-
sorted)
- 1 Negative Drying Rack
- 1 32-oz. Glass Mortar & Pestle
- 1 Folding Dark Room Lamp

Clear Transparent Celluloid, about
the thickness of a blotter. Bargain
prices.

20 x 48 per sheet 60¢

20 x 36 per sheet 50¢

o — o

UNUSUAL SPECIAL

Roll film in popular sizes, fresh mater-
ial. To reduce our stock before inven-
tory, we offer a limited supply. The dis-
count and brand of film will make you
sit up and take notice!

Write for details at once.

o — o

ANSCO UNIVERSAL STAND

(for the home portrait operator)

Bargain Price \$17.50

o — o

20 x 24 STEEL TRAY

Bargain at \$6.00

o — o

Portrait Film Kits to use film in plate
holders.

8 x 10 6½ x 8½ 4¼ x 6½

While they last 10¢ each

o — o

Wood Plate Kits

6½ x 8½ to 5 x 7

8 x 10 to 6½ x 8½

8 x 10 to 5 x 7

While they last

15¢ each

o — o

Dixon Retouching Pencils

H—2H—3H—HB

Per dozen — \$0.72 (may be assorted)

Per gross \$6.95 (may be assorted)

o — o

Brenkert Mazda Spotlight

With 400-watt lamp. Has a heavy,
substantial base, and can not be upset.

Bargain Price \$22.50

o — o

Perkins Automatic Arc Lamp

Bargain Price \$55.00

SEED "27" Gilt Edge

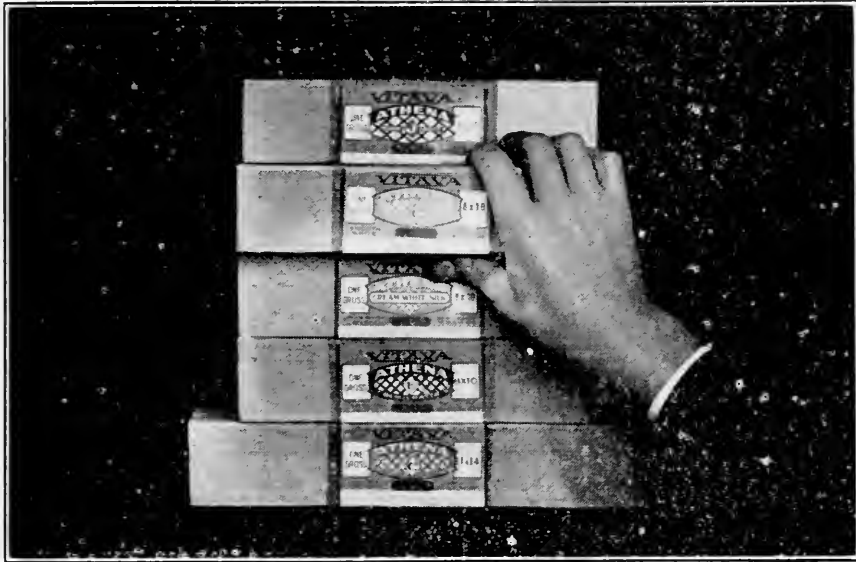
Short Exposure Plates

. . . require no special illuminants . . . to
get what you want . . . when you want it
. . . and how you want it.

The rapidity and wide latitude of Seed
"27" will deliver a brilliant, full bodies nega-
tive on "dark days" or under conditions
which must be overcome with artificial or
flashlight.

DEFENDER

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The Surface, the Tone and the Quality

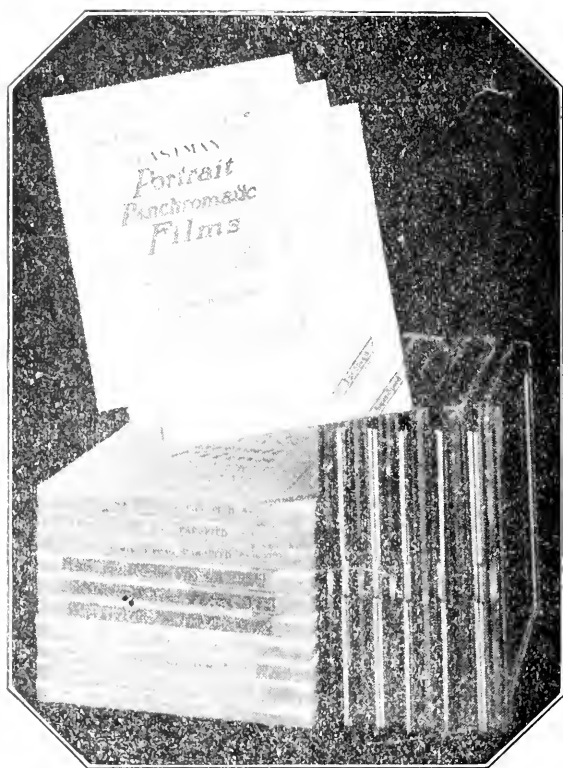
Vitava offers the surface, the color of stock, the tone and the uniform quality upon which you can count for best results.

In a busy season the experienced and foresighted photographer places his dependence upon those materials known for their reliable quality. He stocks his shelves with Vitava—has certain satisfaction at his fingertips.

EASTMAN KODAK COMPANY
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*Full Play
For Your
Originality*



Of even greater importance than the superior quality of the negatives produced on Eastman Portrait Film is the freedom offered the photographer to give full play to his originality. He has come to know the possibilities of film just as he knew the limitations of plates. He does the bold and unusual things in lightings with no fear of the results. Film has made better photographers and better photography.

Eastman Portrait Film, *Par Speed*, *Super Speed* and *Panchromatic*, at your dealer's.

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